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PHASE I

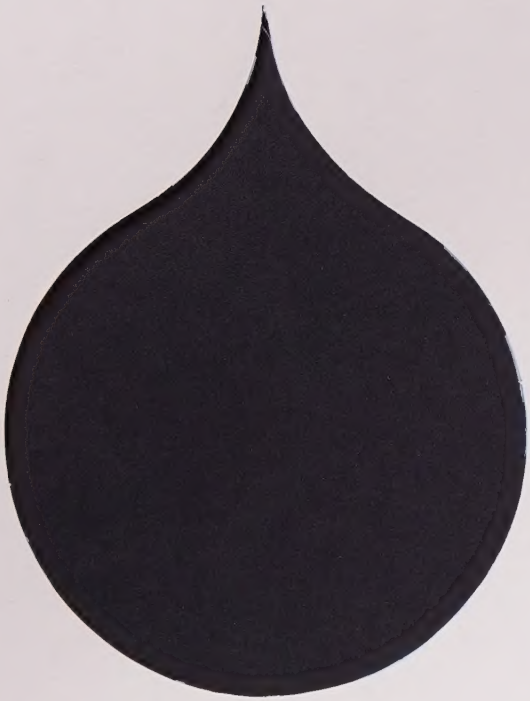
SUBREGIONAL PUBLIC

PARTICIPATION ACTIVITIES

208

Areawide Waste
Treatment Management
Planning Program

scag
SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS



208-1

PHASE I

SUBREGIONAL PUBLIC

PARTICIPATION ACTIVITIES

May 18, 1977

Water quality management —
Citizen participation — CA)
Southern

Southern California Association of Governments
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Los Angeles, California 90005
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208 PUBLIC PARTICIPATION PROGRAM:

SUBREGIONAL PUBLIC PARTICIPATION ACTIVITIES FOR PHASE I

prepared by: Southern California Association of Governments

May 18, 1977

The preparation of this report was financed in part through Planning Grant #P0091090-01 from the United States Environmental Protection Agency, under the provisions of Section 208 of the Federal Water Pollution Control Act, as amended.

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

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James Wilson-SCAG First Vice-President, Long Beach Vice-Mayor
Ralph Diedrich-SCAG Second Vice-President, Orange Co. Supervisor

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Henry Wedaa-208 Program Committee, Councilman Yorba Linda
William Petak-208 Citizens Advisory Committee

SCAG Staff:

Mark Pisano-Executive Director
Frank Hotchkiss-Director of Planning
Roger Riga-208 Project Manager
Julie Sgarzi-208 Public Participation Coordinator (Report Coordinator)

This report was approved in partial completion of the requirements for public participation tasks of the Areawide Waste Treatment Management Planning Program by the 208 Citizens Advisory Committee.

The preparation of this report was financed in part through Planning Grant #P0091909-01 from the United States Environmental Protection Agency, under the provisions of Section 208 of the Federal Water Pollution Control Act, as amended.

INTRODUCTION

This report provides a brief description of the overall 208 Public Participation Program with particular emphasis on the subregional activities within the program. Described specifically in Part II are the outlines of Phase I activities submitted by the 208 participating agencies under contract with SCAG.

PART I - Regional Overview

The overall 208 Public Participation Program is designed to diseminate adequate program information to the public, provide opportunity for public invovlement throughout the planning process and insure effective integration of public comment into technical planning and program decisions. In specific, the goals and objectives of the Public Participation Program are as follows:

1. Conduct a broad-based public participation program which will:

   a. involve a cross section of affected/interested parties;
   b. provide public access to the planning and decision-making process through a variety of means including the formal public hearing process;
   c. involve a citizen's advisory committee in the planning process;
   d. include a public information component providing complete, readily understood information enabling the public to make recommendations to decision-makers.

2. Promote an on-going process of public participation which will encourage public input in all phases of the planning process, including development of public participation programs, plan development, evaluation and implementation.

3. Provide formal consideration and response to public contributions, from both policy and technical levels and document the public input and agency responses throughout the planning process.

4. Develop a coordinated public participation program with appropriate governmental units and participating agencies, which will emphasize joint responsibilities for effectively involving the public in the planning process.

To accomplish the goals of the program, SCAG is utilizing both regional and subregional public participation efforts. Regarding financial support, Phase I allocation for public participation is approximately $40,195 and represents roughly 20% of the total project allocation for public participation during both Phase I and II. Approximately $30,146 (75%) of the Phase I resources have been allocated among the eight participating agencies for the completion of public participation activities on a local level. Table I identifies the participating agencies, specifying also their respective public participation coordinators and Phase I allocations for subregional public participation activities.

TABLE I

Participating Agency	Coordinator	Total Phase I Allocation for Public Participation
1. City of Los Angeles	Peter Broy, Dept. of City Planning	$ 5,698
2. Los Angeles County	David Vannatta, Dept. of Regional Planning	$ 9,080
3. Newport-Irvine Waste Management Agency (NIWA)	Kenneth Smith, Orange Co. Environmental Management Agency	$ 2,435
4. Orange County	Kenneth Smith, Orange Co. Environmental Management Agency	$ 5,836
5. Riverside County	Craig Manning, Planning Department	$ 2,752
6. Santa Ana Watershed Project Authority (SAWPA)	Robert Moore, SAWPA	$ 1,376
7. San Bernardino County	Rod Hanway, Environmental Improvement Agency	$ 2,752
8. Ventura Regional County Sanitation District (VRCSD)	Michael Williams, VRCSD	$ 217
	Subregional Total:	$30,146

Both the regional and subregional Public Participation Programs for Phase I have been designed to correspond to the technical planning activities in the first phase of the program. Phase I of the 208 program involves data compilation, problem identification, preliminary analysis and Early Action efforts. Phase II activities will include detailed analysis, development and selection of management strategies for control of specific water quality problems, designation of implementing agencies; and social environmental and economic assessments of alternative solutions.

To address the needs of Phase I, therefore, it was determined that primary emphasis would be placed upon the following: public information efforts; effective involvement of the 208 Citizens Advisory Committee; and public involvement activities related specifically to Early Action tasks. Phase II activities in public participation will emphasize opportunity for public involvement in the development and selection of alternative control and abatement strategies, and in reviewing various assessment documents.

Briefly described, SCAG's regional program for Phase I includes:

a. Coordination and Monitoring of Subregional Programs

SCAG has worked with the participating agencies in developing the subregional Outlines for Phase I activities. On-going support will be provided to supplement local efforts and to insure effective integration of all public participation activities. SCAG staff, with involvement of the Citizens Advisory Committee will regularly monitor local public participation activities conducted by participating agencies.

b. Publication of 208 Newsletter

To date, three issues of "Watermarks", SCAG's bimonthly 208 newsletter have been distributed to elected officials, agencies, civic and community organizations and the general public. The newsletter provides a means of communicating program progress, as well as soliciting public comment on key issues.

c. Presentations to Elected Officials and Citizens Organizations

SCAG has developed a Speaker's Bureau for the 208 program. Both staff and elected officials have been active in this general community outreach/information effort. Members of the 208 Citizens Advisory Committee have been assisting staff in identifying and scheduling key groups for 208 presentations. Staff is also preparing a variety of materials for use in presentations and is currently developing a regional 208 Slide Show.

d. Staff support to 208 Citizens Advisory Committee (CAC)

Staff support is provided to the 208 CAC and its subcommittees. The Citizens Advisory Committee is involved both in community outreach efforts and in review of general program materials.

e. Development of a Media Program

A variety of public information techniques are being used to diseminate 208 program information. Periodic press releases announcing availability of information, opportunity for public involvement and key program issues are included. SCAG has developed and diseminated a series of short radio features on the waste treatment management planning program and has assisted in development of several television programs focusing on water quality, the 208 process and public participation.

f. Public Workshops and Hearings

In addition to the informal 208 presentations, SCAG will sponsor a series of public workshops and formal public hearings on major 208 planning products. Workshops and hearings will be held throughout the four county 208 planning area.

g. Program Evaluation

Periodically, staff with assistance from the 208 Citizens Advisory Committee will evaluate the overall public participation program in order to insure that the goals of the program are being reached effectively.

The local public participation activities supporting these regional efforts are described in detail in Part II of this report.

PART II - Subregional Activities

By contract agreement, each participating agency has a task requirement and supporting budget allocation for the completion of local public participation activities. Each agency has submitted an Outline of Phase I Public Participation Activities indicating allocation of resources to the various techniques. To assist in preparation of these products and to insure coordination among agencies, SCAG met with the public participation coordinators of each agency to review the overall framework and goals of the Public Participation Program In addition, each agency was given a copy of SCAG's Procedural Guidelines for Public Participation (included in Appendix A).

Preliminary Outlines were submitted and reviewed by members of the Citizens' Advisory Committee and SCAG staff. Detailed comments and concerns were returned to each agency, with revised Outlines required for SCAG approval. Preliminary Outlines and SCAG comments are summarized in Appendix B.

The following are the Final Outlines for Phase I Public Particiaption Activities as submitted by the participating agencies.

CITY OF LOS ANGELES

CITY OF LOS ANGELES

"208" AREAWIDE WASTE TREATMENT MANAGEMENT PLAN

May 6, 1977

Revised Outline of Phase I,
Sub-Regional Public
Participation Techniques
and Methods

MAY 25 1977

SOUTHERN CALIFORNIA ASS'N.
OF GOVERNMENTS

1. City Planning Department
Peter Broy, Public Participation Coordinator
Room 503, City Hall

2. Total Phase I Budget:

$5,698 - total (100%)
$4,273 - reimbursement (75%)
$1,425 - City L.A. share (25%)

The City of Los Angeles, under the provisions of the SCAG "208" Contract, will charge direct labor and a 90% of direct labor for fringe benefits and overhead charges. The City of Los Angeles has negotiated this rate for the Planning Department with the Department of Health, Education and Welfare. Overhead includes such items as: printing, xeroxing, mailing, typing, pension, health and certain management review of work products.

$5,698 - Total:

$2,999 - available for direct labor
$2,699 - available for overhead

Direct Labor Cost/Rates:

City Planner (5th step)	- $13.06/hour
City Planning Associate (5th step)	- 11.09/hour
City Planning Assistant (5th step)	- 9.39/hour

Estimated Budget:

Direct Labor - ($2,999 direct labor)

City Planner	(25% cost)	- 57 hours
City Planning Associate	(25% cost)	- 67 hours
City Planning Assistant	(50% cost)	- 160 hours

Overhead Costs - ($2,699)

Mailing (postage)
Typing
Printing
Xeroxing
Pension
Health, etc.

} - All costs are pro-rated at 90% of direct labor charges.

3. Contract Execution: March 14, 1977

Phase I - March 14, 1977 thru October 19, 1977*

* - (Contract states May 13, 1977 as termination date of Phase I).

4. Description of Specific Public Participation Tasks for Phase I

A. As the 208 Contract specifies, the City is responsible for:

(1) Providing Public Information on the Planning Work Being accomplished.
(2) Insuring Public Involvement through seminars, workshops or involvement of local citizens advisory groups.
(3) Integrating Public Input into the Planning Process.
(4) Documenting the Program.

B. To accomplish these four objectives during Phase I, the City Proposes the following specific tasks:

(1) Newsletter - A Bi-monthly newsletter will be published. It is expected to be coordinated with the County of Los Angeles. The newsletter will summarize progress made in 208 planning program. It is expected that this newsletter would be published in those months when SCAG's Watermarks newsletter is not available.

L.A. City - Newsletter

June 1977
August 1977
October 1977

Budget: $364.00 - Direct Labor
327.60 - Overhead+

$691.60 - Total

(2) Public Meetings - Four to six evening or weekend Public Meetings will be held in the period June - August 1977. After receiving approval of the Mayor and Council Districts it is expected that at least one public meeting would be held in each geographic area of the City (San Fernando Valley, West Los Angeles, Central Los Angeles, and Los Angeles Harbor). At these workshops a slide show or media presentation will be made. The SCAG slide show or other suitable film will be requested. Summaries of Planning work will be available to hand out and technical staff from the Planning Department, Engineering Bureau, and Water and Power Department will be on hand to make the presentation and answer questions which may arise. The proposed Public Meetings will be coordinated with the Los Angeles

County Program to avoid duplicating efforts. Special interest groups will be contacted regarding joint sponsorship of selected public meetings.

Budget: $ 651.72 - Direct Labor
586.54 - Overhead+

$1,238.26 - Total

(3) Press Releases/Public Service Announcements - For each seminar/workshop and at other appropriate times Press Releases will be prepared and distributed to the entire media list, as well as all special interest groups.

Budget: $128.79 - Direct Labor
115.91 - Overhead+

$244.70 - Total

(4) Tour of Sewage Treatment Plants - A tour and 208 Planning Briefing will be scheduled for at each of the City of Los Angeles': (1) Hyperion Sewage Treatment Plant; (2) Terminal Island Treatment Plant, and (3) Glendale Water Reclamation Plant. These tours will be scheduled during June - October 1977.

Budget: $128.79 - Direct Labor
115.91 - Overhead+

$244.70 - Total

(5) Development of Mailing List - The public participation mailing list is being assembled to insure that a cross-segment of the citizens in the City would be informed of our participation in the 208 program. The list will include groups active in civic affairs as well as groups most likely to be affected by the 208 program. As new groups and resources are brought to our attention, we will continue to update the list to insure all of the City's citizens an opportunity to be heard. To date the list and their references are as follows:

Groups	Reference
Chamber of Commerce	Los Angeles Chamber of Commerce Directory
Private & Public High Schools, Colleges & Universities	Los Angeles City School Directory & yellow pages

Groups	Reference
Women's Groups	Los Angeles Chamber of Commerce - Women's Directory
Community-based Organizations, Civic & Health Groups	Directory of Health, Welfare, Vocational & Recreational Services in Los Angeles City & County
Ethnic, Racial Minority & Religious Groups	Directory of Health, Welfare, Vocational & Recreational Services in Los Angeles City & County
Environmental Groups	Los Angeles Times "You" magazine
Senior Citizen & Housing Groups	Los Angeles Directory
Property Owners Association	Los Angeles City Planning Department
News Media	Department Press List & yellow pages
Building Trades Unions that may be affected	Yellow pages
Recreation Groups	Getting the Best of L. A.
Community Plan Advisory Committee Lists (current & former)	Department Records

When these lists are completed and computer print outs are available, they will be carefully reviewed with Los Angeles County and SCAG to avoid unnecessary duplication of effort. Copies of the final list will be sent to SCAG.

Budget: $354.15 - Direct Labor
318.73 - Overhead+

$672.88 - Total

(6) Elected Officials - Initial briefings will be made of Elected Officials. They will be asked to assist identifying interest groups and members of the public who may be interested in the 208 Planning Process.

Each Elected Official will receive regular briefings throughout Phase I, as well as receive all press releases, newsletters and invitations to seminars/workshops.

Budget: $241.50 - Direct Labor
217.71 - Overhead+

$459.21 - Total

(7) Initial Mailing - The first package which will be mailed to our list of Interest Groups and Members of the Public will consist of a one-page information flyer with a very general questionnaire. The purpose of the questionnaire will be to determine those groups and members of the public who are and who are definitely not interested in receiving 208 Planning Information. An additional two-page summary/explanation will be included. If possible, the SCAG brochure "208 Planning and You" will also be included. This mailing will be made in May 1977. Copies of the package and results of the questionnaire will be submitted to SCAG.

Budget: $214.65 - Direct Labor
193.18 - Overhead+

$407.83 - Total

(8) Early Action - The first proposal for an Early Action Program on the part of SCAG was rejected. A second proposal has been submitted; and when SCAG approval is received, the Public Participation Program can be developed for this activity. It is expected that when an Early Action Program is devised, it will be incorporated in the Public Meetings, Newsletter, Press Releases, and Documentation tasks.

Budget: $100.62 - Direct Labor
90.55 - Overhead+

$191.17 - Total

(9) Integration with Technical Planning (Documentation) - Summaries of the data and analyses which the various City departments will develop will be made available and mailed to interested persons. These will also be discussed at the seminar/workshops. Of special importance will be the discussion of the results of

Task 14, Comparison and Preliminary Assessments of the Implications of PHEL Forecasts. These will provide the most opportunity for Public Input to the Technical Planning Process. The intent of the Public Participation efforts is to very thoroughly document the comments, criticisms and concerns of members of the public and communicate these to all technical staff and decision makers. Technical staff will participate in the Public Meetings and thus will have first hand knowledge of the comments from the public. It is expected that the technical staff and decision makers will carefully consider this information in the planning process.

Budget: $470.23 - Direct Labor
423.20 - Overhead+

$893.43 - Total

(10) Contingency - Staff time and resources may be allocated to above activities as needed.

Budget: $335.40 - Direct Labor
318.82 - Overhead+

$654.22 - Total

BUDGET SUMMARY - SPECIFIC TASKS

1.	$ 691.60
2.	1,238.25
3.	244.70
4.	244.70
5.	672.88
6.	459.21
7.	407.83
8.	191.17
9.	893.43
10.	654.22
	$5,698.00 - TOTAL

COUNTY OF LOS ANGELES

OUTLINE OF SUBREGIONAL PUBLIC PARTICIPATION ACTIVITIES

PHASE I, SCAG 208 AREAWIDE WASTE TREATMENT MANAGEMENT PLANNING

PREPARED BY: LOS ANGELES
COUNTY DEPARTMENT OF
REGIONAL PLANNING

Revised
May 19, 1977

The preparation of this report was financed in part through Planning Grant #P0091909-01-0 from the United States Environmental Protection Agency, under the provisions of Section 208 of the Federal Water Pollution Control Act, as amended.

OUTLINE OF LOS ANGELES COUNTY PHASE I SUBREGIONAL PUBLIC PARTICIPATION IN THE SCAG 208 PROGRAM (Revised)

Introduction

As a part of the County's contract with SCAG to perform selected tasks leading to the adoption of a waste water management plan, the Department of Regional Planning has been designated as the lead agency responsible for subregional public participation in Los Angeles County (excluding the City of Los Angeles).

The planning program will consist of two phases. Phase I, which began with the signing of the contract, will involve largely assembling data and preparation of required early action plans and will conclude on or about October 25, 1977. Phase II will involve preparation and submittal of the required plan document and will expire at the conclusion of the program on November 1, 1978.

$45,404 has been allocated for the County's subregional public participation program of which $9,081 is for use in Phase I with the remaining $36,323 set for use in Phase II. 75% of these costs will be reimbursed.

Contract Requirements

According to the description of tasks attached to the contract between the County and SCAG, the Department's responsibilities include each of the following:

1) providing public information on the planning work being accomplished
2) insuring public involvement through seminars, workshops or involvement of citizen advisory groups
3) integrating public input into the planning process, and
4) documenting the public participation program, public comments and agency responses

The contract further states that "Subregional Public Participation efforts in Phase I shall focus on providing general public information on the planning process and agency tasks and identifying and contacting various public and interest groups in the area. Agency shall provide opportunity for public comment and input, particularly in relation to Tasks 7 through 12 (compilation and assessment of various water quality problems, and early action planning for selected problem areas) and shall document public input on accelerated work efforts related to representative water quality problems."

SCAG further suggests in a document entitled Procedural Guidelines for Public Participation that the Department give consideration to a variety of specific techniques to supplement their own efforts (which largely revolve around support of a regional 208 Citizens Advisory Committee and distribution of a regular newsletter). These include seminars/workshops, local advisory groups, field trips, etc. However, these are optional with their use dependent upon local needs and resources.

Description of Phase I Subregional Public Participation Program

Since Phase I is designed to create a public awareness of the 208 program and to elicit public input regarding community waste water problems, it follows that the Department's efforts should be in keeping with these objectives. 208 relationships need to be developed (or maintained, as the case may be) with three basic types of publics: traditional interest groups (builders, homeowners groups, conservationists, etc.), non-traditional interests (low-income, minorities, etc.), and functional interests (public agencies, special Districts, etc.). So that maximum use of its resources can occur, attempts will be made to reach two or more groups at a time through the use of a particular technique.

Traditional Interest Groups: Generally, these types of groups have been fairly easy to involve in planning processes. Generally, all that was required from an agency's standpoint was to create an opportunity for these groups to be heard. In order to facilitate their involvement, though, in 208 Planning, the Department will issue a bimonthly newsletter to update readers as to recent Program progress and to publicize upcoming events. It is expected that the first of the newsletters would be issued in June, 1977 with succeeding issues to be released in alternate months through to at least the end of Phase I. Copies would be distributed to approximately 1200 community groups plus elected officials throughout Los Angeles County.

Opportunities to meet face to face with the County's technical staff members would occur through a series of evening meetings in at least eight areas throughout the County during July, 1977. These meetings would be designed to accomplish two primary purposes: education and discussion of community level waste water problems. Summaries of individual meetings would be prepared and distributed to the County's 208 planning team, SCAG and other appropriate agencies/people. In addition a "Community Feedback" summary of all the meetings which specifically addresses points raised by the public would be prepared at the close of the community meeting period for public distribution.

It is expected that community meetings would be held in the following locations: Malibu, Las Virgenes, Valencia, La Crescenta, San Gabriel Valley, Southeast area, South Bay and downtown Los Angeles.

The Department would also distribute press releases and respond to requests for speakers as needed to develop additional public involvement.

Nontraditional Interest Groups: These are the types of groups that have been the most difficult to actively involve. Again, the approach will revolve around community level meetings and the newsletter. Specific attention will be given to the meetings affecting the East Los Angeles and South Central Los Angeles areas. Efforts will also be made to reach non-traditional interest groups through special presentations to various Departmental citizen advisory committees such as the 50-member County-wide Citizens' Planning Council (which includes representatives from a variety of nontraditional interest groups), and El Comite del Estudio de la Comunidad (a citizens advisory committee involved in the study of East Los Angeles), among others. These would also occur throughout the next four-five months period. Press releases and a speakers bureau would also contribute to reaching these groups.

Functional Interests: These types of interest groups are generally involved on a daily basis with the problems of waste water management. They include each the 78 local cities (Los Angeles excepted), local agencies and other similar groups. Again, County staff members would attempt to arrange meetings between themselves and city representatives through the various local Area Planning Councils and possibly through other similar groups such as the League of Cities, or the Los Angeles County Associaton of Planning Officials which includes elected city officials in its membership. These would generally occur during the summer and fall but would generally take place over lunch as is the custom with Area Councils. If there were sufficient interest on the part of the city's staff memoers, an advisory committee of city planners would be organized as an integral part of the planning team.

In addition to the Area Council activities, special efforts would be made to insure that staff members from the City of Los Angeles, as well as the adjacent Counties, are kept current on the County's activities through the use of the newsletters and periodic meetings. From time to time, the County might join with another participating agency to jointly cooperate on some special project.

The Board of Supervisors will be kept abreast of County 208 activities through regular joint briefings of Supervisors' Deputies--a device the Department currently uses in its General Plan Revision Program. In fact, this process has already begun with a meeting in March to discuss the proposed 208 Plan Adoption process. Board offices also regularly receive staff summaries of important meetings and activities as well.

In addition to the local cities and the County departments, there are a number of special water/pollution control districts

in Los Angeles County. Representatives from the special districts serve on the 208 Program Committee. It is expected that from time to time, staff members would ask the Program Committee members from the County to review and comment upon recent progress.

It is expected that ongoing relationships would be maintained by County staff members outside the public participation process and that through these relationships additional opportunities for comment and suggestions would exist.

Public Participation - "Early Action" Planning: Los Angeles County has identified as its "early action planning" subject the study of "Unsewered Communities." According to the Los Angeles County Engineer's office (who will perform the study), there may be as many as 50 unsewered communities within the County, and the study will focus on those which have a water quality problem and are adjacent to existing sewered areas. It is expected that of the 50 unsewered areas, approximately 10 would fit this criteria and would therefore be included in the study. These areas, however, will not be identified until the latter part of May, 1977.

Accordingly, any meaningful citizen participation program description would be premature at this time. Because of the potential number of communities that would be involved, it is felt that community meetings may not be the answer.

The best approach at this time would appear to be to await identification of the selected study areas and then, with the assistance of SCAG staff as well as its 208 Citizens Advisory and Program Committee members, at that time develop for SCAG approval an appropriate mechanism tailored to fit the needs of the areas.

Allocation of Resources

While virtually every participant in the County's 208 activities will be involved in public participation activities, the bulk of the activities will be carried out by the Department of Regional Planning. The meetings described above would generally involve two Department staff members plus a staff member from the County Engineer. As many as 21 informational meetings, depending upon the interest of the various citizen/city advisory groups, could be held prior to the conclusion of Phase I activities at a cost of approximately $3,950.

It is estimated that the preparation (writing, editing, graphics, etc.), publication and distribution of a periodic newsletter to approximately 3000 citizen groups and public officials could cost approximately $1,831.

As stated above, development and implementation of an "Early Action" Public Participation Program will occur as soon as the study areas are identified. $1,350 (90 hours of staff work) has been set aside for this activity.

Other miscellaneous activities including design of the public participation program, speakers bureau, etc., totaling approximately $1,950 have also been provided for in the work program.

Proposed Phase I
Budget Allocations
(All calculations assume billing cost=$15/hr)

Newsletter		$1831
Community, Area Council and Citizen Advisory Committee meetings (est.=22)		
-Organization/Publicity/ Summarization (50 hrs) =	$ 750	
-Attendance (200 hrs) =	3000	
-Mileage	200	
		$3950
Development, Implementation & Summarization of "Early Action" Public Participation Program (90 hrs)		$1350
Staff Support & Other Miscellaneous Expenses		
-Preparation of Phase I Outline (35 hrs)		
-Phase I Documentation Summary (35 hrs)		
-Preparation of Phase II Public Participation Outline (50 hrs)		
-Speakers Bureau (10 hrs)		$1950
		$9081

Description of Agency's Ongoing Public Participation Program

The Department of Regional Planning uses a variety of public participation mechanisms as a part of its General Plan Revision Program. A strong emphasis has been given to the formation of citizen advisory committees for various area and community planning activities-as well as for the County-wide General Plan.

Cities from various areas of the County have also joined forces to form five Area Planning Councils, and these also play an important role in Departmental planning activities.

Community meetings are also an important part of the Department's public participation program and from time to time meetings are scheduled to discuss items of local interest.

Finally, the Department uses the traditional mechanism of press releases, an occasional press conference, speakers bureau and direct mailings, among others, to also involve citizens and community groups in its activities. Public participation responsibilities generally are the responsibility of the Department's Community Relations Section.

Integration of Public Input Into Technical Planning Tasks

Documentation of how public comment was integrated into the planning process will occur in both the "Community Feedback" report as well as the Phase I Documentation Summary, due at the completion of Phase I. As has been stated earlier, it is expected that virtually every meeting described above will involve attendance by two technical planners - one from the Department of Regional Planning and one from the County Engineer.

Summary

The proposed 208 public participation program generally parallels the Department's own citizen participation activities with emphasis placed upon a series of community meetings and presentations to citizen and agency advisory groups.

Use of the Department's traditional methods has the additional advantage of making use of existing mechanisms which will result in maximization of resources. "Piggybacking" 208 activities onto the agendas of existing advisory groups will result in cost savings because staff would only bill, as a 208 activity, that portion of the meeting actually dealing with "208" instead of the entire meeting.

DRV:rc
5/19/77

NEWPORT-IRVINE WASTEWATER MANAGEMENT

PLANNING AGENCY

DON OWEN & ASSOCIATES
WATER RESOURCES DIVISION
A SUBSIDIARY OF SCIENCE APPLICATIONS, INC.

April 28, 1977

TO: KENNETH R. SMITH, EMA MANAGER
NIWA 208 PLANNING PROGRAM

FROM: LAWRENCE H. BUXTON

SUBJECT: REVISIONS TO PUBLIC PARTICIPATION PROGRAM

REVISED NIWA GUIDELINES FOR THE IMPLEMENTATION OF THE PHASE I PUBLIC PARTICIPATION PROGRAM

Program Focus

The NIWA Public Participation Program will concentrate on the involvement of community associations and known environmental groups. However, NIWA's Phase I program is limited to the expenditure of 20% of the total program funding which directly affects NIWA's ability to maximize the involvement of the community groups. Direct mail questionnaires are being distributed to ascertain the best times for workshops to involve the community groups.

Identification of Publics

NIWA is unique in that its Staff Advisory Panel is made up of key individuals from municipalities and utilities within the study areas. Regular reports are made to City staffs and Councils to assure their awareness of the planning efforts. NIWA will continue to encourage their level of involvement with elected officials.

NIWA has met with the Public Participation Coordinator for the Orange County 208 studies to assure coordinated programs. Plans are being considered for "joint workshops" to be made in the northern portion of Orange County, as well as areas in the Lake Forest and Laguna Hills region.

2081 BUSINESS CENTER DRIVE, SUITE 203, IRVINE, CALIFORNIA 92715 • (714) 752-9092

Ongoing Public Participation Programs of NIWA Member Agencies

There are currently organized public information programs being conducted by the Irvine Ranch Water District, the Orange County Water District, the City of Irvine, the City of Newport Beach, and the Department of Fish and Game. Other NIWA agencies have limited public involvement programs stressing noticing of public hearings. All known public participation programs will be utilized to coordinate NIWA 208 activities.

IRWD - In-house newsletter, tours, direct mail, cable television, school educational programs, publicity releases, water conservation.

OCWD - In-house newsletter, Manager's Report, tours, water conservation, school educational programs, speakers bureau, publicity releases, audio-visual aids,

City of Irvine - Village Forum (Joint community association meetings), televised Council meetings, citizens' environmental advisory committees, noticing of public hearings.

City of Newport Beach - Noticing of public hearings, citizens' environmental advisory committees.

Dept. of Fish & Game - Publicity releases, feature articles, noticing of public hearings.

Progress Bulletin

The frequency of progress bulletins will be increased if funding is available from NIWA in-kind matching services. The cost of distribution (size of mailing lists) limits the program.

The June Progress Bulletin will be released in May to review the status of the Early Action Program. At this time, there has been no progress reported regarding early action and therefore, no subject material is available for the bulletin other than a status report on the gathering of demographics.

Correspondence

All correspondence received by NIWA will be answered by the individual NIWA entity with the greatest ability to address the question. For instance, questions directed at Newport Bay water quality would be answered by the City of Newport Beach, while inquiries concerning agricultural runoff will be fielded by the Irvine Ranch Water District.

PROPOSED NIWA PUBLIC PARTICIPATION PROGRAM FOR PHASE I

March 30, 1977

MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
Develop mailing lists for SCAG (2)	Mailing by SCAG (0) Mailings to support May regional presentation Xerox, stuff and mail (IK-8) Postage and Xerox (IK-$125) Publicity releases to support May presentation (2) Coordinate feature story (3)	Regional presentation * (9) Mailing list augmentations (IK-3) Develop feature story for NIWA 208 program (8)	Prepare NIWA progress bulletin re status of early action program (6) Mailings to support July regional presentation Xerox, stuff and mail (IK-8) Mailing of NIWA progress bulletin (IK-8) (IK-$125) Publicity releases to support July regional presentation (2)	Regional presentation* (9) Reproduction of support materials (IK-3) (IK-$150)	Prepare publicity releases for September presentation (2) Mailings to support September regional presentation Xerox, stuff, mail, postage (IK-8) (IK-$125)	Regional presentation* (9) Mailing list augmentations (1) (IK-3)	Prepare for November workshop re conclusions of Phase I (9) (Phase II allocation) Write and release publicity re November workshop (2) (Phase II allocation) Xerox, stuff, and mail PR (IK-8) Postage, Xerox costs (IK-$125) Prepare Phase I documentation (8)

Don Owen & Assoc.-$60	$150	$510	$240	$270	$ 60	$300	$237	TOTAL $1,827 - D
In-Kind - 0	365	90	605	240	365	90	0	1,755 - I
TOTAL $60	$425	$600	$845	$510	$425	$390	$425	$3,582 - P

* Regional presentations to be made to Newport Beach organizations, Northern NIWA area organizations and Irvine/Lake Forest area organizations. Dates and order of presentations to be determined.

COUNTY OF ORANGE

PUBLIC PARTICIPATION FOR PHASE I

ORANGE COUNTY

AGENCY: County of Orange, Environmental Management Agency

TOTAL PHASE I ALLOCATION: $5,836

DESCRIPTION OF PUBLIC PARTICIPATION PROGRAM

Because of the division of Orange County into two 208 planning areas, the County public participation program will be closely coordinated with the NIWA program. Specific mechanisms include meetings between Toups and Don Owen Associates public participation task leaders and County representatives; distribution of meeting schedules; and notification of news release dates.

SUBTASK 1. IDENTIFICATION OF CONCERNED PUBLICS AND DEVELOPMENT OF INFORMATION DISSEMINATION SYSTEM

As a first phase in the 208 planning process, concerned publics will be identified and a mailing list developed for distribution of informational materials. The following types of affected/interested publics are among those which will be included: environmental organizations, academic communities, political action groups, elected officials, agricultural organizations, business/trade/industrial groups, homeowners associations. Organizations such as the League of Women Voters which recently conducted a 208 Forum will be used to develop and refine the list of publics. Members from Orange County, serving on SCAG's 208 Citizen Advisory Group as well as members of EMA's Advisory Committee will be contacted to obtain names of individuals and groups.

Lists of concerned publics will be presented to SCAG on March 31, 1977 and April 30, 1977. Other interested groups and citizens will be added throughout the 208 planning process as names are obtained. To simplify the maintenance of an up-to-date mailing list, all corrections and additions will be collected by Toups and added to the list prior to each newsletter mailing.

Products and Completion Dates

Preliminary list submitted by EMA to SCAG by March 31, 1977.

Second list submitted to SCAG by April 30, 1977.

Dissemination system completed by April 30, 1977.

Resources

Toups (28 man-hours) $446

SUBTASK 2. PREPARATION AND DISTRIBUTION OF PUBLIC INFORMATION MATERIALS

Materials to be developed in this task include newsletters, slide presentations, news releases, and a public workshop. Each of these will support the technical tasks and contain information on key issues and findings.

Products and Completion Dates

- Newsletters will be prepared every two months, beginning in June, and distributed to the mailing list discussed above. These will report progress being made on the study and request public comment on key issues.

- A slide presentation will be prepared to inform interested groups about the 208 planning program. This presentation may include materials developed by EPA Region IX and recommended in the April 11, 1977 memo from SCAG. It will include discussions of the County's identified water quality problem, and emphasize the flow of nutrients to Sulphur Creek Reservoir. This presentation will be completed by May 15, 1977.

- News releases will be submitted to County newspapers and radio stations approximately twice a month and prior to each of the regional meetings described in Subtask 3. A press release announcing Orange County's Advisory Committee meetings also will be sent to area papers. Those Orange County radio stations with public service programming will be contacted about the 208 plans and attempts made to arrange special appearances of key 208 personnel on shows such as "Orange County Challenge" (KORJ).

Resources

Newsletters - Toups (64 man-hours for 3 newsletters) $1,285
EMA (Inkind printing and mailing)

Slide Presentation - Toups (32 man-hours for presentation preparation) $576

News Releases - Toups (22 man-hours) $333

SUBTASK 3. CONDUCT PUBLIC MEETINGS

Seven regional meetings will be conducted by Toups staff with support from EMA. The purpose of these meetings will be to inform interested citizens about the 208 planning process and to encourage public participation in development and selection of alternative management strategies for solution of early action problems and during Phase II of the program. The slide presentation developed in the previous subtask will be used during these meetings. Each meeting will be structured in two parts. The first part will be informative, utilizing the slide presentation and

narrative about 208 planning in Orange County. The second part of the meeting will allow time for questions and public input. In addition a questionnaire will be developed and distributed at each meeting to further define public concerns and obtain comment on specific issues.

In each region, an attempt will be made to utilize a major concerned group as sponsor for the meeting. Wherever possible, the sponsoring group will be requested to hold a joint meeting with other concerned groups.

The 208 Study Area has been divided into the following areas for the regional meetings. This division is based upon location with the County, community identification, and accessibility to meeting sites.

Northwest County

La Palma
Buena Park
Cypress
Stanton

Central Area A

Anaheim
Garden Grove

Central Area B

Santa Ana
Tustin
Orange
Villa Park
Yorba Linda

South Coast

Dana Point
San Juan Capistrano
Laguna Beach
Laguna Niguel
San Clemente

North County

La Habra
Brea
Fullerton
Placentia

Southwest Area

Fountain Valley
Westminster
Huntington Beach
Seal Beach
Los Alamitos

Southeast Area

Mission Viejo
El Toro
Rossmoor Laguna Hills

These meetings will begin following completion of slide presentation on May 15, 1977. Notices will be sent to the City Clerk of the cities in each of the regions for inclusion in City Council Meeting packages. The notice will provide the time and place of the regional meeting and encourage Council attendance.

Representatives from City staff will be invited to join the County Advisory Committee and will be requested to make a presentation on 208 planning at their City Council meetings. The slide presentation developed in Subtask 2 will include a suggested narrative to make the presentations uniform in coverage of 208 planning and easy for the representative to give. The County staff or a consultant will attempt to be at these meetings to answer questions. If budget limits prevent this from occuring, then the representative will be requested to bring questions to EMA for answers. Toups personnel will demonstrate use of the presentation to County Advisory Committee and insure that copies of the narrative and slide presentation are available when needed. (It should be noted that we have not contacted the City representatives to determine their willingness to cooperate with this approach to Council involvement.)

Resources for Regional Meetings

Toups - (24 man-hours) $670

EMA - (18 man-hours @ $30 per hour) $540

Total - $1,210
(Based on total requirement of 2 persons for 3 hours per meeting.

SUBTASK 4. CONDUCT PUBLIC WORKSHOP

A public workshop will be held prior to completion of the Phase I Early Action Program. The workshop will be held after submittal of the first final report on the Early Action Program to allow public review and comment on the alternative management strategies developed. If the workshop is held prior to the first final report, neither the public nor consultants will have enough information to make the workshop valuable. It is anticipated that the workshop will be held in August to allow time for reviewing public comment and integrating it into the final report due October 15, 1977.

Resources

Toups - (28 hours) $527

EMA - (8 hours @ $30 per hour) $240

Total Labor Costs - $767
Additional cost includes printing of materials.

SUBTASK 5. REVIEW OF PHASE I PUBLIC PARTICIPATION PROGRAMS

Each part of the program will be reviewed in accordance with the guidelines presented in EPA Public Participation Handbook and SCAG Procedural Guidelines. Results will be summarized in report style and made available to SCAG, EMA, and any interested participants.

Products and Completion Dates

Final report on Phase I will be completed in November, 1977.

Resources

Toups (24 man-hours) $540

GENERAL PUBLIC PARTICIPATION PROGRAM

The Environmental Management Agency (EMA) does not have a general public program or citizens advisory committee. Instead, public participation is handled on a project by project basis and developed by the project leaders. If advisory committees are appropriate, these are also developed for specific projects. EMA has formed an advisory committee for 208 planning which includes the following organizations:

Municipal Water District of Orange County
Newport-Irvine Waste-Management Planning Agency
Orange County Chapter of the League of California Cities
County Sanitation Districts of Orange County
Orange County Water District
California Regional Water Quality Control Board No. 9
California Regional Water Quality Control Board No. 8
Southeast Regional Reclamation Authority
Aliso Water Management Agency
Southern California Air Pollution Control District

In addition to these members, it has been recently decided to invite city and citizen representatives to participate on the Advisory Committee.

Orange County publishes a general information newsletter on a monthly basis with a distribution to approximately 11,000 copies. Distribution is primarily limited to county employees but several cities, counties and other organizations receive copies at their request.

INTEGRATION OF PUBLIC PARTICIPATION WITH TECHNICAL PLANNING TASKS

The success on the 208 Public Participation Program is dependent upon a smooth flow of information from between the technical task leaders and the public participation staff. To facilitate this, meetings will be held during the study and prior to submittal of the draft report of each task. At this meeting, the key issues within the task will be discussed and material determined for press releases and newsletters. In all cases, the public participation program will be designed to maximize information and input to the planning process.

SUMMARY OF RESOURCE ALLOCATION - ORANGE COUNTY PUBLIC PARTICIPATION - PHASE I

Subtask	Principal Engineer	Project Manager	Associate Engineer	Comm. Manager	Draftsman Clerical	Total Resources Man-hours	Total Resources $
1. Identify Concerned Publics and Develop Dissemination System				20	8	28	$ 446
2. Prepare and Distribute Public Information Materials							
° Newsletters[a]	6	6		30	22	64	1,285
° Slide Presentation[b]		4	4	16	8	32	576
° News Releases				10	12	22	333
3. Conduct Public Information Meetings		24					670
4. Workshop on Phase I[d]		4		16	8	28	527
5. Program Review	2	6		6	8	24	540
TOTAL							$4,377

[a] Inkind services include photos, typesetting, printing, and mailing costs.
[b] Inkind services include photo duplication of slides and printing of materials.
[c] Additional support from EMA includes 18 man-hours at $30 per hour. EMA share $540.
[d] Inkind services include printed material and xeroxing.

MONTHLY SUMMARY OF PUBLIC PARTICIPATION

In addition to the items presented below, Toups will schedule the seven regional meetings planned for Phase 1 and begin preparation of the first 208 Newsletter to be distributed in June.

1. News releases to be submitted to County papers during second and fourth weeks of the month.

2. Slide presentation completed by May 15.

COUNTY OF RIVERSIDE

OUTLINE FOR PHASE I OF THE 208 PUBLIC PARTICIPATION PROCESS

(Revised April, 1977)

RIVERSIDE COUNTY PLANNING DEPARTMENT

INTRODUCTION

Task 9 of the Riverside County/SCAG 208 Contract provides for subregional public participation in both Phase I and II with total costs of $2,752 and $11,008, respectively. Prior to the execution of the contract, 208 public participation efforts were accomplished by the Riverside County Planning staff and elected officials. The Planning staff prepared a 208 informational document for the Planning Commission in July, 1976. The 208 staff distributed a League of Women Voters pamphlet entitled 208 Planning Forum to Riverside County municipal governments. Mr. Anthony Carstens of the Advance Planning staff made 208 presentations to the Comprehensive Health Planning Organization and the Planning Director's Association of Riverside County. In addition, Riverside County Supervisor Clayton Record made a 208 presentation to the Sierra Club.

According to the Task 9 Work Program, Riverside County is responsible for providing public information on the planning work being accomplished; insuring public involvement through seminars, workshops and/or advisory groups; integrating public input into the planning process; and, documenting the program, public comments, and agency responses.

Within 30 calendar days following agreement execution (February 1, 1977), Riverside County was required to develop an outline of specific subregional public participation techniques and methods for Phase I. The outline was prepared and submitted to SCAG for review. This document represents a revision of that original outline, in response to the comments and concerns indicated by SCAG on April 7, 1977.

Riverside County's Phase I outline mainly follows the Procedural Guide for Participating Agencies prepared by SCAG. The guide includes techniques for three major public participation formats, including public information, public involvement, and integration of public comment into the planning process.

PUBLIC INFORMATION

Press Releases

An informational press release was sent to all local newspapers within the SCAG area of our concern during the week of March 7-11, 1977. (Attachment 1 lists the names of the newspapers contacted, and Attachment 2 is a copy of the press release itself.) The press release generally discussed the overall objectives of the 208 Program and Riverside County's participation with SCAG and CPO.

At later times, periodic press releases will be sent to the same newspapers to announce completion of preliminary and final reports, and 208 meetings, seminars and workshops.

The task will involve time by an Associate Planner and a secretary for writing, typing, copying and mailing. The cost would be approximately $65.00 for each release, or a total of roughly $195.00 during the Phase I period.

Information Brochure

The Riverside County staff purchased SCAG's informational brochure entitled "Water Quality and You--208 Planning" and, in March 1977, distributed copies to service and organizational groups located within the Riverside County/SCAG 208 area (see Attachments 3 & 4). In April, a second distribution will be made to groups not included in the March mail-out, such as environmental groups, agricultural organizations, academic and scientific communities, health organizations and professional groups. In addition, local decision making bodies shall be contacted (see Attachment 5).

The task will involve time by an Associate Planner and a secretary for writing, typing, copying and mailing. The cost would be approximately $150.00.

Newsletters

A 208 informational statement will be published in the Riverside County Planning Department's Planning News 1977 near the end of May, 1977, and in the May edition of the Department of Development's Newsletter (see Attachment 6).

Both documents are circulated to government agencies with County boundaries, private citizens, developers, and interest groups.

The task will involve the Associate Planner's time for writing the articles and the cost of printing and mailing. The cost would be approximately $230.00.

PUBLIC INVOLVEMENT

Local Organizations, Clubs, Service Groups

In March, 1977, the Planning Department mailed a form letter to local service and organizational groups offering to make 208 presentations before the group (see Attachment 3 group list). The mailing list included various groups compiled by Chamber of Commerces within Riverside County. Included in the mailing was the SCAG brochure "Water Quality and You--208 Planning". By mid-April, six presentations had been scheduled with interested groups (see Attachment 7).

In April, 1977, a second mailout will be made (see Information Brochure above). It is anticipated that a dozen such presentations will be requested during the Phase I period.

The task will involve the Associate's time for writing and preparing for each presentation, and secretarial time for typing, copying and mailing. The total cost of the task, including the costs of travel to and from meetings and Planning staff time for presentations would be approximately $650.00.

Seminars/Workshops/Volunteer Program

SAWPA, San Bernardino County and Riverside County, are planning a joint discussion forum on 208 similar to the one sponsored by the League of Women Voters, February 1 and 2, 1977 ("Water Quality--208 Planning Forum").

The Tri-County Conservation League or the Upper Santa Ana Watershed Coordinating Committee will be invited to sponsor the forum that will probably be held in late May or early June, 1977. The forum will focus on reaching key interest groups, government agencies, and the general public, and will utilize volunteer speakers.

The task will involve two Riverside County Planners, pamphlets, presentation materials, the rental of a building and refreshments. The Riverside County portion of the total cost will be approximately $700.00.

Existing Citizen's Advisory Groups

Presentations will be scheduled with the Perris Valley and Southwest Territories General Plan Citizen's Steering Committees to inform them as to the purpose and progress of the 208 Program. These groups will be kept abreast of developments in the program and will be encouraged to participate.

This task will involve the time of the Associate Planner to prepare for and make the initial presentation to the group, and to follow up that meeting with information as the need develops. In addition, secretarial time will be required to type, copy and mail handouts and correspondence to the committees. The total cost of this task would be approximately $100.00.

INTEGRATION OF PUBLIC COMMENT INTO PLANNING PROCESS

Involve Technical Planning Staffs

Riverside County Planning staff will be involved in all public seminars and workshops that will be sponsored in the SCAG 208 area.

As an example, a 208 representative attended the March 11, 1977 SCAG Spring General Assembly.

The 208 staff will also be attending meetings between SAWPA, San Bernardino and Riverside Counties, and interested/affected groups in regards to development of "early action" plans and proposals and integration of public participation programs. As an example, the three agencies will be meeting with Dairyman's Associations in the Chino/Prado Basin to help in the development of an agricultural runoff assessment district.

The task will involve the time of the Associate Planner. The cost would be approximately $300.00.

Citizen's Advisory Committee

In anticipation of the more extensive public involvement necessary in Phase II, and in order to keep the citizenry informed as to the progress of the 208 Program, the 208 staff will organize and institute a 208 Citizen's Advisory Committee.

The staff involvement in this activity will consist of soliciting volunteers to serve on the committee, taking steps to gain Board approval of a representative group, orienting the group to its purpose and responsibilities, and serving in an advisory capacity to the committee. Meetings of this group will be on an "as needed" basis, and should not exceed one meeting per month.

The organization and implementation of this task will begin in June, 1977, so that the committee will be fully operational in November, 1977 when Phase II begins.

This task will require the time of the Associate Planner and a secretary to identify potential members, solicit involvement, obtain Board approval, organize committee structure and meeting format, schedule and attend meetings, provide materials, and keep minutes of the proceedings. The total cost of this task (from June through the end of the Phase I period) will be approximately $425.00.

TOTAL COSTS

The costs incurred for the Phase I public participation program include staff time, supervisory review, secretarial time, paper materials, maps, gas mileage, travel time, and building rental. All figures are approximate and subject to change. The total estimated cost would include the following:

Press Releases	$ 197.00
Service/Interest Group Mailout	150.00

Newsletters	$ 230.00
208 Presentations	650.00
Discussion Forum	700.00
G.P. Steering Committee Presentations/Follow-Up	100.00
Technical Staff Involvement	300.00
Citizen's Advisory Committee	425.00
	$ 2,752.00

SANTA ANA WATERSHED PROJECT AUTHORITY

DON OWEN & ASSOCIATES
WATER RESOURCES DIVISION
A SUBSIDIARY OF SCIENCE APPLICATIONS, INC.

OUTLINE FOR PHASE I OF THE SAWPA 208 PUBLIC PARTICIPATION PROGRAM

JUNE 1977

2061 BUSINESS CENTER DRIVE, SUITE 200, IRVINE, CALIFORNIA 92715 • (714) 752-9082

OUTLINE FOR PHASE I OF THE SAWPA 208 PUBLIC PARTICIPATION PROGRAM

I. GOALS AND OBJECTIVES

The Santa Ana Watershed Project Authority (SAWPA) is contracted to the Southern California Association of Governments to provide regional public participation activities relative to SAWPA's specific 208 study tasks. Since SAWPA is performing certain specific tasks as part of the overall studies being conducted by the Counties of Riverside and San Bernardino, it is intended that SAWPA provide inputs relative to its study area and topics to the public participation programs of San Bernardino and Riverside Counties. Coordination meetings and conversations have been conducted with the public participation coordinators for the Counties of Riverside and San Bernardino. Mailing lists will be exchanged to assure a minimal amount of duplication. SAWPA will provide inputs to San Bernardino and Riverside County public workshops concerning its early-action study items. The program will be developed utilizing the following communicative media and methodology:

Speaker's Bureau

SAWPA will provide inputs to the San Bernardino and Riverside County Speaker's Bureaus as appropriate. San

Bernardino and Riverside Counties will take the lead in coordinating speaker's bureaus with SAWPA providing mailing lists and suggestions for publics to be contacted. The SCAG Citizens' Advisory Committee will be requested to aid in the augmentation of the mailing lists. SAWPA will also provide inputs to the speaker's bureau mailing lists for incorporated cities that are not within the jurisdiction of San Bernardino and Riverside Counties.

SAWPA has tentatively scheduled a presentation on 208 activities to be made to the Environmental Awareness Workshop, California Polytechnic University on October 27, 1977. This program has not been confirmed as of this date and is still held as a tentative presentation. It is anticipated that, due to the general curriculum of many of the classes at Cal Poly, emphasis will be placed on the agricultural and dairy runoff waste problems being addressed by the 208 study.

Budget Allocation: $300.00

Publicity Releases

SAWPA will develop and disseminate publicity releases concerning study activities, emphasizing the early-action item. Material will be sent to the known media outlets in the area directed to reporters specializing in water and wastewater issues within the community. Attachment A delineates the mailing lists which will be utilized to

disseminate information. It is anticipated that a news release(s) will be made to: State the objectives of the SAWPA 208 study; announce the formation of the speaker's bureau; provide a progress report of the water supply, wastewater and early-action programs; and, announce the regional workshop presentation in cooperation with Riverside and San Bernardino Counties. Mailing lists and publicity schedules will be coordinated with Riverside and San Bernardino Counties to eliminate unnecessary duplication. Attachment A provides a news media mailing list.

Budget Allocation: $325.00

Identification of Publics

As indicated previously, the Citizens' Advisory Committee will be requested to provide augmentations to the existing SAWPA mailing lists. In addition, water and wastewater agencies within the SAWPA region will be requested to provide any additional mailing lists. Attachment B provides mailing lists of the Upper Santa Ana River Coordinating Council, Tri-County Conservation League, and public officials of many of the cities within SAWPA. It is anticipated that SAWPA will not make large-scale mailings to these lists due to the prohibitive costs of reproduction, handling and postage. Rather, SAWPA will provide coordinated inputs to the programs of Riverside and San Bernardino Counties to assure the most

complete dissemination of material possible. Particular emphasis will be placed on the determination of elected officials of the incorporated cities within the SAWPA area.

Material will be disseminated as appropriate to the Technical Task Force Advisory groups so that inputs might be received concerning the SAWPA 208 study activities. The Technical Task Force Advisory groups will be contacted for comments on the draft task reports prior to their finalization by SCAG. Emphasis will be placed on the early-action program to develop suggestions for the development of alternative management strategies.

Budget Allocation: $100.00

Joint Regional Workshop

Coordination discussions will be continued with San Bernardino and Riverside Counties to assure appropriate participation in a regional workshop to be held in the late summer 1977. It was agreed that the programs would be developed jointly with SAWPA providing inputs related directly to its early-action programs and water supply, wastewater data collection aspects of 208. The Regional Workshop will be scheduled so as to not conflict with programs being conducted by Orange County and the Newport-Irvine Waste Management Planning Agency.

Budget Allocation: $350.00

Newsletters

SAWPA does not have the resources available to prepare an independent newsletter for dissemination to the public. SAWPA will be providing progress statements to the County of San Bernardino and the County of Riverside, as well as the SAWPA member agencies, for inclusion in their publications. The County of San Bernardino, at this time, will not be preparing their previously planned Environmental Improvement Agency newsletter and will publish instead an information pamphlet. SAWPA will be providing inputs to this information as it relates to SAWPA's study tasks and early-action items.

Budget Allocation: $151.00

Coordination

The SAWPA Public Participation Program is currently being coordinated with Mr. Craig Manning of the County of Riverside and Mr. Richard DeCuir of San Bernardino County. It is anticipated that all efforts of the three entities will be coordinated throughout the planning program to avoid unnecessary duplication and increased costs. SAWPA will be providing input data to the overall programs of Riverside and San Bernardino Counties emphasizing SAWPA's work tasks. It is anticipated that SAWPA will be responsible for the presentation of its early-action study item

at the regional workshop. Mailing lists are being exchanged as are copies of the approved public participation outlines. Initial coordination efforts will involve the refining of mailing lists to assure minimal duplication.

The SAWPA Public Participation Program is also being coordinated with the activities of the County of Orange and the Newport-Irvine Waste Management Planning Agency. It is not anticipated that any joint activities will be conducted involving the County of Orange and NIWA. The coordination activities are designed to assure that major regional workshops are not conducted at the same time in two adjacent areas. In addition, there may be some duplication in mailing lists, particularly in the Tri-County Conservation League and some of the area served by the Orange County Water District (which is a member of both SAWPA and NIWA).

Budget Allocation: $150.00

BUDGET SUMMARY - PHASE I

Speaker's Bureau	$ 300.00
Publicity Releases	325.00
Identification of Publics	100.00
Regional Workshop	350.00
Newsletters	151.00
Coordination	150.00
TOTAL PHASE I	$1,376.00

SAWPA PHASE I PUBLIC PARTICIPATION SCHEDULE

1977

	JUNE	JULY	AUGUST	SEPT.	OCT.	NOVEMBER
Speaker's Bureau	Revise Mailing Lists for Riv. & S.B. Counties			Revise Mailing Lists for Riv. & S.B.Counties		
Publicity Releases	PR-General SAWPA 208 Study Objectives	PR-Speaker's Bureau (Coord. w/Riv. & SB Counties	PR-Progress Report re: Early-Action Send materials to Technical Task Force Advisory Groups	PR-Announce Joint Reg. Workshop		PR-Announce Commencement of Phase II Studies
Identification of Publics	Revise Mailing Lists			Revise Mailing Lists		
Regional Workshop			Develop Presentation Materials re: Early-Action	Conduct Jt. Regional Workshop w/Riverside & SB Counties on Early Action & Alternative Management Strategies		
Newsletters	Inputs re: General SAWPA 208 Study Activities		Inputs re: Early-Action Activities			Inputs re: Phase II studies
Coordination	Meetings with SB & Riv. Counties		Meetings w/SB & Riv. Counties		Meetings w/ SB & Riv. Counties	
Documentation Summary Phase I						11/4/77 Complete Phase I Docu.Summary

COUNTY OF SAN BERNARDINO

ENVIRONMENTAL IMPROVEMENT AGENCY
County of San Bernardino
PLANNING DEPARTMENT
316 Mt. View Avenue · San Bernardino, CA 92415 · (714) 383-1417
Kenneth C. Topping
Planning Director

May 26, 1977

Roger J. Riga
208 Program Manager
Southern California Association of Governments
600 South Commonwealth Avenue, Suite 1000
Los Angeles, CA 90005

JUN
SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

Dear Mr. Riga:

Listed below are modifications to the Outline of the Public Participation Process for Phase I Area-wide Waste Treatment Management Planning. These modifications are in response to the comments and suggestions by the SCAG Citizens Advisory Committee and SCAG staff in the April 22, 1977 letter issued by Roger Riga.

Program Coordination:

In order to assure cooperative efforts with SAWPA, meetings have been conducted to distinguish the roles of each organization and how the inter-relation between the different roles can be incorporated.

It has been agreed to have San Bernardino County take the lead role in the public participation process with SAWPA functioning in a backup capacity. The only exception is the early action, dairy waste runoff problem, where the roles are reversed.

Contact has also been made with Riverside County to also strengthen the same coordination and inter-relations.

Identification of Publics:

The County representatives on SCAG's Citizens Advisory Committee will be consulted in order to assure that all major affected/interested parties have been included.

Speaker's Bureau:

As stated in the Speaker's Bureau Section of this outline, "County staff is preparing a notice for distribution to public service groups, conservation and agricultural organizations, schools, and professional groups, offering the services of our staff to provide presentations in the classrooms or at group meetings." These newsletters and presentations will also be made available to local city councils and League of Cities. The scheduling of these presentations will be forwarded to SCAG once they are fully developed.

ROBERT A. COVINGTON
County Administrative Officer
ROBERT B. RIGNEY, Administrator
Environmental Improvement Agency

Board of Supervisors
DENNIS HANSBERGER ..... Third District
JAMES L. MAYFIELD ..... First District
DAN E. D. MACBELL ..... Second District
ROBERT F. TOMBERLIN ..... Fourth District
MARION ... . Fifth District

Periodically, as needed, staff will brief members of the Board of Supervisors regarding specific 208 issues.

Seminar/Workshop:

The question was raised as to whether the $700.00 designated toward the Seminar/Workshop was the total appropriation or just the appropriation allocated by San Bernardino County. The $700.00 figure is just the amount contributed by San Bernardino County.

Early Action:

In the selection of alternatives for early action problems, the public input will be incorporated whenever possible. This would be included by the following methods:

1) Speakers Bureau for impacted groups

2) Seminar/Workshop

3) Public Notices

4) Informal consultation with individuals and interested groups

These modifications will now become part of the Phase I Public Participation Process.

Sincerely,

Environmental Improvement Agency
Planning Department

Rod Hanway
Senior Planner

RH:RD:jj

cc: Robert Moore
Craig Manning

JUN 1 1977
SOUTHERN CALIFORNIA ASSN. OF GOVERNMENTS

OUTLINE OF THE PUBLIC PARTICIPATION PROCESS FOR PHASE I AREA-WIDE WASTE TREATMENT MANAGEMENT PLANNING (Section 208 - P.L. 92-500)

SAN BERNARDINO COUNTY

A. Purpose

The cooperative agreement reached between San Bernardino County and the Southern California Association of Governments for "208" planning requires that a specific program be developed and implemented to inform and involve the public regarding the "208" planning process. This is to be accomplished through an organized program of involvement techniques such as: workshops, nesletters, news releases, speakers, and advisory groups.

The purpose of the attached document is to outline the specific techniques to be used by San Bernardino County in accomplishing the task of involving and informing the public. This outline of Phase I activities is being submitted to SCAG in fulfillment of the requirements specified in Task 9 of the San Bernardino County/SCAG Phase I contract.

B. Public Participation Prior to Signing Contract

Several efforts were made prior to signing the Phase I contract to inform and involve the public regarding 208.

In November, 1976 a Background Report was prepared by County staff for distribution to public officials and the general public. The report defined water pollution and gave an historical listing of the various legislative efforts to attack the water pollution problem. The report also reviewed the specifics of Section 208 including the types of issues it could address and the potential local involvement and impacts.

A joint presentation of the air quality and water quality programs was given to the quarterly meeting of the San Bernardino County Association of Planning Commissioners in November, 1976. Presentations were made by representatives from the County Planning Department, the Regional Water Quality Control Board, and the South Coast Air Pollution Control District.

On February 4, 1977 a presentation was made to the monthly meeting of the San Bernardino County Planning Directors regarding the 208 program.

County Planning Department staff made presentations to student groups at San Bernardino Valley College (December 9, 1976) and California Polytechnic University (Pomona) (February, 1977). These presentations covered the 208 program in addition to other topics.

C. Public Information

The main thrust of Phase I public participation will be to develop a broad-based public understanding of the 208 program goals and activities. In order to accomplish this, San Bernardino County will utilize the following techniques:

- Press Releases

  Periodically, the County will prepare and distribute press releases intended to develop public awareness of local water pollution issues, what the 208 program is doing to address these issues, what publications are available, and how the public can become involved in the program.

  These releases will be distributed to all media within the study area. In addition, the information will be distributed to various public interest and conservation groups in an effort to have it incorporated into any newsletters the groups may have.

  Costs incurred will include professional and clerical time composition, reproduction and distribution. Projected budget allocation is $200.00.

- Newsletter

  Information regarding the County's involvement in the 208 program will be included in the existing periodic newsletter published by the Environmental Improvement Agency. This publication is distributed to the general public as well as all Agency employees. This task will be accomplished in July, 1977.

  The amount allocated for this task is $200.00. This cost includes professional and clerical time in gathering the needed information, composing the material, typing, and related costs.

- Water Quality Background Report

  Prior to the signing of the Phase I contract, the County prepared a 16 page background report which provides a general review of the water pollution problem and the history of efforts to solve it. The report includes an overview of the 208 program and non-point pollution. This report is distributed at the various meetings held by staff with public officials and the general public and is available on request to any interested individual.

  An amount of $30.00 has been budgeted for this task to copy reproduction and mailing costs.

- Speaker's Bureau

County staff is preparing a notice for distribution to public service groups, conservation and agricultural organizations, schools, and professional groups offering the services of our staff to provide presentations in the classrooms or at group meetings. (Presentations were made prior to signing of the Phase I contract at both San Bernardino Valley College and California Polytechnic University (Pomona).

The budget allocation for this task is $300.00. This amount is to cover the cost of professional and clerical time in the preparation of presentations, staff time for travel and presentation, and travel costs.

D. Public Involvement

Although Phase I is primarily intended to be a public information phase, San Bernardino County will attempt to generate public comment and involvement whenever possible. The following specific techniques are proposed:

- Seminar/Workshop

In cooperation with SAWPA and Riverside County, San Bernardino County is planning a half-day workshop/seminar similar to the 208 forums held by the L.A./Orange County League of Women Voters on February 1-2, 1977. The local forum may be co-sponsored by a local public service group.

The agenda will include:

a) Overview of the 208 program.
b) Explanation of what agencies are involved.
c) Example of the specific issues and problems being addressed. (particularly Early Action issues)
d) Responses from the audience regarding their reactions to the programs, suggestions on identifying problems, and their concerns regarding the impacts of the program.
e) Advice to those attending on how to become involved in the 208 program.

A specific date and location are not yet determined, however the forum would probably take place in early May on a site convenient to both Riverside and San Bernardino participants.

An amount of $700.00 has been allocated to cover the costs of staff preparation and attendance, postage, preparation and reproduction of printed materials, room acquisition, travel, speaker fees (if any), and related costs.

· Interest Groups

The County is soliciting input from existing interest groups, such as conservation districts and agricultural organizations. As each group is identified, they will be asked to meet informally with the County staff to discuss their particular area of concern. At these informal discussions, the groups can have direct face-to-face contact with the people developing the specific content of the 208 plan.

An amount of $400.00 has been allocated to cover the costs of anticipated staff time in meeting with these groups.

· Local Advisory Groups

As part of the Phase I task, San Bernardino County intends to review the potential of establishing a local advisory group to act as a formal vehicle for public review of staff's 208 work. Based on an analysis of public response and interest received in Phase I, the County will determine whether or not such a group shows promise and would warrant being established in Phase II.

In the meantime, this review function will be performed through our contacts with the County Planning Commission and Board of Supervisors, local service groups, and special interest groups. The staff will also be working with local city officials in gathering data and discussing specific local problems and solutions.

The outputs and costs of this review task are included with the Phase I Summary Document task.

· Volunteer Programs

In the process of developing this program it is anticipated that we may find some individuals who have a particularly strong commitment to water quality and have a certain amount of time available to assist in the 208 program. The County will attempt to enlist their voluntary efforts in developing public contacts, assisting in 208 presentations, reviewing 208 outputs, or taking public surveys.

No costs are anticipated for this task.

E. Integration of Public Comment into the Planning Process

· Involve Technical Staff

To provide staff familiarity with public opinion, representatives will participate or attend all public workshops and 208-related group meetings within the study

area. Wherever possible staff will give immediate response to concerns raised at these meetings. Where necessary, staff will prepare responses or change the program in response to concerns raised by various public comments.

An amount of $200.00 has been budgeted to cover professional staff time in attending public meetings and in preparing responses to questions raised by the public.

- Summary Document

At the end of Phase I, a summary document will be prepared for submission to SCAG which will summarize all public participation activities undertaken in Phase I. It will also summarize public comments received regarding the 208 program and indicate what written responses or program changes were made as a result. This report will analyze the Phase I public participation program and make recommendations regarding the Phase II program, including the potential for a sub-regional 208 advisory committee.

The budget allocation for this task is $300.00. This amount is to cover the costs of professional staff time in analyzing the Phase I program and preparing the document and clerical costs relating to typing and reproduction.

F. Total Costs Summary

The following is a summary of the costs budgeted for the tasks specified in this Phase I Outline for public participation:

Press Releases	$ 200.00
Newsletter	200.00
Background Report	30.00
Speaker's Bureau	300.00
Seminar/Workshop	700.00
Interest Groups	400.00
Volunteers	0
Involve Technical Staff	200.00
Phase I Summary Document	300.00
Subtotal	$2,330.00
Contingency	422.00
Total Phase I Budget	$2,752.00

VENTURA COUNTY REGIONAL

SANITATION DISTRICT

SCAG BASIN 4B (VENTURA COUNTY PORTION)
PUBLIC PARTICIPATION OUTLINE FOR PHASE I

Responsible Agency: Ventura Regional County Sanitation District (VRCSD)

Total Phase I Allocation: $217.00 (Reimbursement = $163.00)

I. Tasks To Be Undertaken

A. Mailing List

1. From existing files--VRCSD and County

2. In coordination with Los Angeles County efforts for the Los Angeles County portion of identified subbasin/drainage area

B. Forums (2; only one for Phase I)

1. For entire Ventura County area

a. Addresses both Basin 4A and 4B

b. To improve inter-county coordination of 208

c. Open to general public

2. Utilizing volunteer speakers

a. From State, EPA, other agencies, and interest groups

b. Thereby reducing costs, i.e., to include only staff salaries, supplies, and facility rental

3. Locations

a. Central Ventura County

b. Eastern Ventura County

4. Dates

a. To be determined

b. First forum within next two months

5. Possible Topics

   a. Water supply impacts on 208 planning

   b. 208--its social, environmental, and economic ramifications

   c. 208 implementation to solve local water quality problems

   d. Topics will reflect early action elements as appropriate

C. Seminars and Workshops

Participate and assist in Los Angeles County efforts for coordination of public participation over the entire subject drainage area through:

1. Various coordination meetings

2. Assistance in preparing for public meetings and/or forums

3. Other means necessary to assure an effective public participation program such as presentations to public service and key interest groups

D. Publications To Be Distributed

1. As made available by State, EPA, and SCAG for increased awareness

2. By VRCSD as part of regular public awareness program for Ventura County 208 effort as well as SCAG effort

3. In coordination with Los Angeles County efforts for subject drainage area

E. Cost Estimate for Phase I Public Participation

1.	Expand mailing list	:	4 m.h. @ $18.50	= $ 74.00
2.	Forums (1), seminars, and workshops	:	5 m.h. @ $18.50 (proportionate share)	= $ 92.50
3.	Publications	:	3 m.h. @ $18.50	= $ 55.50
4.	Total Estimate	:	12 m.h. @ $18.50	= $ 222.00

II. VRCSD Existing Public Participation Program

A. RLUP Committee Structure

1. Countywide representation

2. Technical, citizen, staff, and elected official committees

3. Reviews all aspects of planning programs for entire county, which includes the subject SCAG/VRCSD 208 area

4. Have a minimum of one meeting per month each

5. Supplements efforts coordinated through Los Angeles County

a. Provides staff with direction as to Ventura County needs

b. Reviews products from a countywide aspect

B. VRCSD Areawide Planning Advisory Committee

1. Advisory to VRCSD Board of Directors

2. Additional countywide representation from agri-business as well as public sectors

3. Reviews all RLUP products with specific emphasis on 208 ramifications and interest's represented by members

a. RLUP products involve entire county including subject 4B SCAG area

b. Interests may include some intercounty relationships relative to subject SCAG area

4. Meet approximately once per two-month period

MEW:km
5-2-77

APPENDIX A

PROCEDURAL GUIDELINES

for

PUBLIC PARTICIPATION

208 PUBLIC PARTICIPATION PROGRAM

Procedural Guide for Participating Agencies

prepared by

Southern California Association of Governments

October, 1976

Procedural Guidelines for Public Participation

I. Introduction

In order to successfully inform and involve the public throughout the 208 planning process, SCAG has developed a unified Public Participation Program which emphasizes shared responsibilities among SCAG and the sub-regional agencies. As stated in the 208 Final Work Plan, the goals and objectives for the 208 Public Participation Program are as follows:

- SCAG will conduct a broad-based public participation program which will:

  a) involve a cross section of affected/interested parties;
  b) provide public access to the planning and decision-making process through a variety of means including the formal public hearing process;
  c) involve a citizen's advisory committee in the planning process;
  d) include a public information component providing complete, readily understood information enabling the public to make recommendations to decision-makers. In addition, technical material will be available on request.

- SCAG will promote an on-going process of public participation which will encourage public input in all phases of the planning process, including development of public participation programs, plan development, evaluation and implementation. Further, SCAG is committed to providing formal consideration and response to public contributions, from both policy and technical levels and will document the public input and agency responses throughout the planning process.

- SCAG is committed to developing a unified public participation program with appropriate governmental units and participating agenices, which will emphasize joint responsibility for effectively involving the public in the planning process.

- Within the resources of the program, SCAG is committed to providing human and financial resources to implement the public participation program.

As indicated in the Work Plan, key elements of the 208 Public Participation Program include: cooperative SCAG-local programs; adequate public information and education; effective methods for public involvement; integration of public input throughout the planning process; and agency documentation of responses to public input.

As specified in the 208 Work Plan, SCAG will have primary responsibility for the following aspects of the overall Public Participation Program: coordination and monitoring of subregional public participation programs; support for the 208 Citizens Advisory Committee; basic public information on 208; integration of 208 public participation efforts with related

programs such as Air Quality planning; conduct regional public workshops, seminars and hearings related to selection among alternative plans, the draft plan and the final 208 plan; evaluation of the 208 public participation program. The agencies identified as primary subcontractors for 208 planning and which have correspondingly been awarded funds to implement a public participation program include: Los Angeles County, the City of Los Angeles, Ventura County Sanitation District, Orange County (Environmental Management Agency), Santa Ana Watershed Project Authority, Newport-Irvine Wastewater Agency, San Bernardino County (Environmental Improvement Agency), and Riverside County.

This Procedural Guide for Public Participation has been prepared to provide a common understanding among participating agencies of the 208 Public Participation Program and to assist agencies in structuring their respective public participation efforts. Further, the Procedural Guide includes a series of recommended techniques concerning public information, public involvement and integration of public input into the planning process.

SCAG staff and the 208 Citizens Advisory Committee are available to assist agencies in developing and implementing the subregional public participation programs. It is hoped that all participating agencies will utilize the advice and guidance of the Citizens Advisory Committee whenever possible.

General Methodology:

Agencies should place initial emphasis on the identification of the various target publics within their jurisdiction and on identification of the best methods or techniques available for reaching those groups. Further, agencies should clearly focus the issues on which public comment will be directed. Clear definition of issues is necessary to insure focused and useful comment from the public. SCAG and the 208 Citizens Advisory Committee are available to assist both with the identification of publics and with the identification of specific issues amenable to effective public review. Further, agencies are encouraged to take advantage of SCAG resources for public participation, including regional calendaring of activities, supplemental mailing lists and preliminary information resources.

II. Suggested Techniques for Public Information, Public Involvement and Integration of Public Comment into the Planning Process.

The following is a compilation of various techniques which SCAG recommends for use by participating agencies in the public participation program. Although the suggested techniques are not mandatory, agencies are encouraged to incorporate appropriate recommendations into the subregional public participation programs. In addition to the general methods suggested, agencies are encouraged to develop particular techniques best suited to local needs and agency resources. Further, SCAG staff and Citizens Advisory Committee will be available throughout the planning process to assist in refining and developing programs.

A. Public Information

To actively participate in 208 planning and decision-making, citizens and elected officials must be adequately informed throughout the 208 process. Public Information therefore, is an important element of the public participation program which is necessary to promote public education on issues and to encourage active public involvement. The following are suggested public information techniques.

- Press Releases and Public Service Announcements

  Utilize both press releases and public service announcements through local media, to insure public awareness of public participation activities and opportunities to address 208 issues.

- Information Brochure

  Provide a general summary of 208 planning efforts on a local level. SCAG's informational brochure, "Water Quality and You - 208 Planning", provides an overview of the 208 program for the South Coast area and is available for purchase and distribution by participating agencies.

- Audio-Visual Aids

  Use of films, slides, and media presentations prepared by EPA, State Water Resources Control Board, SCAG and the local agency. Citizen interest groups and publics within the service area should be notified of the availability of particular media presentations.

- Newsletters

  Include 208 updates in existing agency newsletters or where possible develop local 208 newsletters distributed to local environmental, political, and interest groups. Agencies are also encouraged to make contributions to the SCAG regional 208 newsletter concerning local planning efforts, issues, and opportunities for public input.

- 208 Resources

  Notify publics and other agencies of the technical papers, reports, summaries and general 208 resources available for public review and the methods for obtaining such documents.

- Other Information and Distribution Techniques

  - develop posters, flyers, bus announcements, general mailings

  - develop 208 exhibits at local events or in public/commercial centers

- coordination with local organizations and clubs, such as League of Women Voters, Chamber of Commerce, Sierra Club etc.

- encourage school programs and lectures.

B. Public Involvement

Public Involvement generally refers to techniques designed to elicit public comments concerning specific issues. Agencies should identify the type and level of detail desired from the public, the issues to be addressed and further identify appropriate techniques. The following are suggested public involvement techniques.

- Seminars/Workshops

  Schedule seminars and workshops at critical points throughout the planning process, which focus discussion on specific questions, issue papers, reports and draft technical documents. To document public input, it is desireable to have discussion leaders, resource persons and recorders available during sessions.

- Local Advisory Groups and Interest Groups

  To the extent possible inform local advisory and interest groups active in various issue areas and encourage their participation in the subregional public participation program. It may be desireable to identify an agency liaison to work with advisory groups.

- Speakers Bureau

  Explore the possibility of establishing a local Speaker's Bureau, utilizing technical staff, local elected officials and environmental resource persons to provide 208 presentations.

- Utility Bill Mailings

  Explore the possibility of using utility bill mailings for distribution of surveys, questionnaires, and general information materials related to 208 planning.

- Field trips/Informal get-togethers

  Offer scheduled tours of local facilities. Other methods of generating local community interest may include "brown-bag meetings," to discuss water quality issues, as well as neighborhood discussion groups to assess impacts of 208 alternatives on their community.

- Volunteer Program

  Encourage persons expressing interest in 208 and water quality to work with the agency in setting up meetings, seminars, field trips, speakers forums, as well as in taking surveys of public values and interest.

- School Programs

  Encourage interest in 208 through school programs informing children about water quality and the 208 planning process being undertaken in the SCAG region.

- Earth Week - Clean Water Day

  As part of the nationally organized Earth Week, establish a Clean Water Day on a local scale. A community park may be used for both educational and recreational purposes, where exhibits, slide/movie and speaking presentations on 208. Also water quality oriented games and contests may be created for the special event.

C. Integration of Public Comment into the Planning Process

Various methods are available to insure that public comment and input are integrated into the technical planning process and program decision-making. Summarized below are a list of suggested techniques.

- Involve Technical Planning Staffs

  Encourage technical planning staff to be involved in all public seminars and workshops, to insure that planners are aware of public concerns.

- Documentation of Comment and Response

  Summarize public comments by issues, identifying author and include all agency responses to comments, indicating how the plan was modified in response to comments or stating why no changes were made.

- Policy/Technical Staff Review

  Technical staff and planning teams should be used to summarize and process public comments and particularly in formulating recommended agency responses, such as plan modification or policy changes.

APPENDIX B

PRELIMINARY SUBREGIONAL PUBLIC PARTICIPATION OUTLINES AND SCAG COMMENTS

MEMORANDUM

TO: 208 Citizens Advisory Committee

FROM: Julie A. Sgarzi

DATE: April 25, 1977

SUBJECT: SUBREGIONAL PUBLIC PARTICIPATION PROGRAMS

All participating agencies have submitted an outline of their subregional public participation programs. Based upon a review of these programs by CAC members and staff, comments were forwarded to each agency indicating program areas in need of revision or clarification. Revised outlines will be returned to SCAG for final approval.

This memo summarizes the budgets and program elements of each agency and also includes the comments made by SCAG on each program.

I. Ventura Regional County Sanitation District

A. Total Phase I Allocation = $217.00

B. Program Elements:
1. develop mailing list;
2. sponsor a county forum (for both Basins 4A and 4B);
3. cooperate with Los Angeles County efforts in the drainage basin;
4. distribute available EPA, State and SCAG materials;

C. SCAG Comments:
1. Mailing Lists - Given the limitation of funds, efforts should be made to utilize existing lists within the organization and not to develop new lists. Further, where possible distribute 208 information with currently scheduled mailings by VRCSD, Ventura and Los Angeles counties.

2. Forums - The outline should specify the topics for each forum and types of audiences anticipated (i.e. elected officials, interest groups, etc.). With limited resource available, it may be useful to direct the forum to one or more key target publics. Arrangements should be made for use of free facilities such as municipal offices.

3. Seiminars and Workshops - Specify the mechanisms for coordination and assistance with Los Angeles County efforts. Also, effort should be made locally to schedule presentations at regular meetings of key interest groups such as the League of Cities, Sierra Club and Chamber of Commerce. Specific information presentations should also be scheduled for RLUP and the VRSCD Areawide Planning Advisory Committee.

4. Publications - In addition to distrubiting SCAG and EPA materials, VRCSC should also make available periodic calendars of events and fact sheets indicating the progress of work. An effort should also be made to issue press releases about RLUP and Advisory Committee meetings and work progress. Press releases could be sent to citizen groups, other newsletters and the media to insure public awareness of the program.

5. Cost Estimates - There are a number of inaccuracies in the cost estimates presented in the outline. The following corrections should be made:

Develop Mailing Lists:	4 m.h. @ 18.50	=	74.00
Forums:	4 m.h. @ 18.50	=	74.00
Publications:	3 m.h. @ 18.50	=	55.50
Total:	11 m.h. @ 18.50	=	203.50
Total Phase I budget		=	217.00

6. Clarify the mechanisms used to insure coordination with Los Angeles County. Also describe the interrelationships of these public participation efforts with VRCSD's on-going 208 public participation program.

7. Clafiry how the VRCSD Areawide Planning Advisory Committee will be involved in the 208 planning process.

8. The current outline fails to indicate how public input on Early Action efforts will be obtained and incorporated.

II. Riverside County Planning Department

A. Total Phase I Allocation = $2,752

B. Program Elements:

1. distribution of periodic press releases and general 208 information brochure;

2. publication of 208 informational statement for inclusion in two county newsletters;
3. invitation to community groups regarding 208 presentations;
4. 208 discussion forum co-sponsored with San Bernardino County and SAWPA;
5. integration of public comment through involvement of technical planning staff.

C. SCAG Comments:

1. Cost - There is a major budget error in the Phase I Outline. The total cost for Task 9, Public Participation is $13,760, (with a cost reimbursement of $8,256). The Phase I total cost should be $2,752 rather than the amount of $2,064 (cost reimbursement) indicated in the Outline. Also, please note that page 3 of the Outline estimates total costs incurred for Phase at $1,370. The Outline fails to indicate how the remaining $1,382 will be utilized. Specific activity descriptions and cost estimates appear to include personnel and overhead expenses, but do not include travel expenses. The Outline should be revised to accurately reflect expenditures and to include additional program elements for the full allocation of resources.

2. Press Releases - Press releases should also be distributed to organizations and groups for inclusion in local newsletters, and should also announce all regularly scheduled meetings. Press releases should also notify the public of documents and reports available and the opportunity to obtain 208 planning information.

3. Newsletters - The Outline indicates a good use of existing newsletters as a means of disseminating 208 information. In addition to the April articles, efforts should be made to include regular 208 features or progress reports in each issue of the newsletters. In addition, the prepared articles should be circulated to other community papers, newsletters and bulletins for possible inclusion. Also, SCAG will include appropriate items or announcements in its bimonthly newsletter Watermarks, as submitted by the County.

4. Public Involvement - Please forward SCAG a copy of the letter distributed to the local service groups and organizations and a subsequent calendar of scheduled presentations. Particular efforts should also be made to reach key target groups including local elected officials. Presentations should be scheduled with local city councils, Board of Supervisors and League of Cities.

5. Forum The jointly sponsored 208 information forum should focus on reaching key interest groups in the area. It is unclear what the total estimated cost of the forum would be. Is $700 the Riverside County poriton only or the total cost? Efforts should be made to utilize volunteer speakers and free conference facilities.

6. Integration of Public Comment In addition to involving the technical staff in the Public Participation Program, efforts must be made to document and respond to all public comment. Follow up materials should be available to workshop and forum participants.

7. The Outline should specifically detail the mechanisms being utilized to insure cooperation and integration with the San Bernardino County and SAWPA public participation efforts. This is unclear at the present time.

8. The list of organizations used by the County include a variety of groups, however, many significant publics are not included. The mailing list should be expanded to include additional groups such as:

   a. all local Leagues of Women Voters;

   b. environmental groups, including Tri-County Conservation League, Sierra Club, Izaak Walton League, Clean Air Now;

   c. agricultural organizations such the county farm bureau;

   d. academic and scientific communities including environmental studies departments;

   e. health interests such as the health planning organizations and Lung Associations.

   f. professional organizations.

9. Where possible, the program should integrate with existing citizens advisory bodies throughout the County and the County planning commission. Periodic presentations should be scheduled for the existing citizen groups, special district boards etc.

10. The Outline does not address public input to the Early Action process included as Contract Task 8. Specific workshops and opportunity for

public input concerning development and selection of alternative management strategies and problem solutions for Early Action problems must be included as a critical element of the Phase I Public Participation Program.

11. Additional program elements should be included within the total resources allocated and may include such things as: publication of periodic program information bulletins for public dissemination and a second areawide Forum to address issues such as Early Action.

III. Newport-Irvine Waste Management Agency

A. Total Phase I Allocation = $2,435

B. Program Elements:

1. four (4) mailings announcing presentations and distributing bulletins;
2. three (3) presentations to Newport area community groups;
3. development of one feature story on 208 for circulation;
4. on-going publicity releases to support program efforts;
5. preparation for a November (Phase II) workshop re conclusions of Phase I efforts.

C. SCAG Comments:

1. Program Focus - The purpose of public information efforts during Phase I is to make the local communities aware of the 208 process and specific water issues being addressed, thereby developing an informed and critical citizenry who is able to participate effectively throughout the planning process. Public information is not only a public relations effort, but also must provide a foundation for public education which serves as a basis for public involvement.

The NIWA program addresses a limited range of publics and emphasizes dissemination of information after decisions and conclusions are reached, rather than focusing on education efforts which assist the public in becoming effectively involved in the early decisions of the program. Also, as indicated in the program de-cription (Outline draft-March 14, 1977), there are many recognized community groups which are currently informed and aware of the 208 process. The NIWA public participation program, therefore, should be structured to maximize the involvement of these groups and to introduce additional publics to the 208 process.

2. Identification of Publics - As mentioned, in addition to focusing on "known organizations in the NIWS area", efforts should be made to involve a broader community and to expand the active/interested citizen base. Specific information/education efforts should be directed toward elected officials in the NIWA area, to insure their understanding and involvement with the program.

   Because of its environmental and recreational value, the Newport Bay area is of particular interest to citizens throughout Orange County and the region. For this reason, the NIWA public participation program should be coordinated and integrated with Orange County efforts in order to provide maximum opportunity for participation by residents throughout the County. NIWA should specify mechanisms which will be used to insure coordination and integration with Orange County, wherever possible, SCAG will assist in publicizing NIWA events on a regional basis.

   As an effort to maximize local participation, NIWA should outline the established public participation programs of its member agencies, indicating opportunities for coordinating programs wherever possible.

3. Integration With Technical Planning Tasks - All public information and involvement activities should be integrated with technical planning tasks to insure that public comment is received at key planning points. For example, the public participation program must identify specific techniques which will be used to insure public input to the development and selection of management alternatives for early action problem solution. Also public comment on growth forecasting and problem identification is encouraged.

4. Program Outline - The revised portion of the Public Participation Outline (dated March 30, 1977) indicates a variety of activities for a total cost of $3,582. A review of the outline indicates that the total Phase I program consists of 4 (four) mailings announcing presentations and distributing bulletins; 4 (four) press releases announcing presentations; 3 (three) presentations to Newport area groups and 1 (one) feature story. Much of the budget is devoted to support services with few substantive efforts identified. The following comments address specific activities identified.

5. Progress Bulletin - The outline specifies distribution of a single bulletin in June, highlighting the status of the Early Action Program. According to contract requirements, NIWA must develop alternative management strategies for early action problems by June with selection of alternatives to follow.

It appears more effective to issue a progress statement earlier in order to provide public input and comment prior to finalizing the alternatives. Progress Bulletins may also serve as vehicles to solicit public comment. Bulletins should be regularly scheduled throughout the planning process. Specify also the general format and distribution which will be used.

6. Presentations: In addition to making presentations at regularly scheduled meetins of local groups, NIWA should also include presentations at city councils. Presentations should be scheduled and coordinated with Orange County efforts. Public notice should be made allowing local groups to request 208 presentations. General public notices of all presentations should be issued whenever possible.

7. Workshop: The Outline indicates that a workshop will be developed in October to discuss the "Conclusions of Phase I." These resources would be more effectively used to develop and sponsor a public workshop prior to the Completion of Phase I which provide opportunity for public input to the final selection of early action solutions and other key aspects of Phase I work. Input form this workshop would then be integrated into the technical planning and decision-making process.

8. Press Releases: Media releases should be used to announce all regularly scheduled meetings (including NIWA Board meetings which will review 208 issues), to indicate availability of specific documents and materials, and to announce opportunities for public involvement.

9. Correspondence: Efforts should be made to insure that NIWA adequately responds to all direct correspondence by citizens and organizations. The unrevised introduction to NIWA's public participation program (dated March 14, 1977; page 2) identifies specific citizen concerns. The Outline should specify how these issues are being addressed and the mechanisms used for responding to comments and integrating input to the planning and decision-making process.

IV. County of Orange - Environmental Management Agency

A. Total Phase I Allocation = $5,836

B. Program Elements:

1. identification of concerned citizen groups and development of a 208 information dissemination system;
2. preparation and distribution of public information materials including a bimonthly newsletter, news releases, local slide presentations and a public workshop;

3. conduct seven information meetings to inform about 208 efforts and encourage participation in Phase II. Meetings will be held in different areas of the county and will be cosponsored with a concerned citizen group where possible;
4. conduct a public workshop near completion of Phase I to discuss problems identified and directions for Phase II work;
5. utilize EMA's 208 Advisory Committee composed of representatives from various special districts.

C. SCAG Comments:

1. Program Cooperation - To insure maximum opportunity for public involvement in the 208 planning process, the Orange County public participation program should be closely coordinated with the NIWA public participation program. The outline should specify mechanisms used to insure coordination between programs.

2. Identification of Publics - The information dissemination systems should include concerned citizens as well as organizations. Opportunity should be provided to augment preliminary mailing lists throughout the planning process. The final mailing lists should include the following types of affected/interested pbulics; environmental organizations; academic-scientific communities; political action groups; elected officials; agricultural organizations; business/industrial groups, etc. The leaguse of Women Voters of Orange County has recently cosponsored a major 208 Forum and should be contacted in developing and refining lists of publics. Also, the representatives from Orange County on SCAG's 208 Citizens Advisory Committee should be contacte for assistance in developing mailing lists.

3. Preparation and Distribution of Materials:

a. Newsletter - The Newsletter should remain on a staggered scheduled with SCAG's bimonthly 208 newsletter in an effort to maintain a regular flow of information to the public. SCAG would recommend therefore that the newsletter begin in June with a second issue in August (current schedule for Watermarks is Janaury, March, May, July, etc.).

The newsletter should serve as both a means of disseminating information and for soliciting public comment on specific issues. Newsletters should be distributed to both community groups and elected officials. Where possible, efforts should be made to also include 208 articles and progress bulletins in other countywide newsletters and publications.

b. Slide Presentation - A general 208 Slide Show is currently available from EPA Region IX. Some materials developed for the EPA production may be of value in developing the Orange County program.

c. News Releases - News releases should announce all meetings related to 208, including meetings of the advisory committee for 208. News releases may also effectively announce the availability of planning documents and the opportunity for public comment. The use of media proposed seems adequate.

4. Public Information Meetings: Meetings schedules should be coordinated with NIWA to avoid conflict. Also, the meetings should be scheduled and structured to provide opportunity for both public information and public involvement. Public notice should be made of the opportunity to request 208 information presentations. The overall public participation effort should also include presentations to local city councils and other elected officials in order to insure their understanding and involvement in the 208 process.

5. Workshop - The public workshop should focus on key target publics as well as the general public. It should also be scheduled prior to the completion of Phase I Early Action work in order to provide an opportunity for public comment as key decisions and recommendations in the Phase I work. Ample time should be allowed for reviewing public comment and integrating it into the planning and decision-making process.

6. Early Action Efforts - In addition to disseminating information materials, the public participation program should provide opportunity for public input to major planning decisions. Of particular importance in Phase I is the development and selection of alternative management strategies for solution of early action problems. The Outline should identify specific mechanisms which will be used to insure adequate public involvement in this issue.

7. 208 Advisory Committee - Advisory Committee meetings should be announced and opened to the public. It would be desirable to have citizen representation on the county advisory committee in order to insure full consideration of public concerns. It is recommended that the Orange County representatives currently serving on SCAG's 208 Citizens Advisory Committee be contacted and consulted concerning their participation or selection of citizen members.

V. Santa Ana Watershed Project Authority

A. Total Phase I Allocation = $1,376

B. Program Elements:

1. public involvement efforts focused on those existing entities who have indicated past interests, and upon whom SAWPA has relied for Technical input and component concerning similar work (principally including the League of Women Voters of Riverside and San Bernardino Tri-County Conservation League, and Upper Santa Ana River Water Coordinating Council);
2. Use of specific working groups and technical task force committees to input to Early Action and other technical tasks;
3. coordination with Riverside and San Bernardino County efforts.

C. SCAG Comments:

1. Program Focus - the purpose of public information efforts during Phase I is to make local communities aware of the 208 process and specific water issues being addressed, thereby developing an informed and critical citizenry who is able to participate effectively throughout the planning process. The SAWPA program should be revised to provide basic announcements and information on the 208 program and to provide adequate opportunity for public input to the Phase I process. It should be noted that a SCAG 208 brochure "Water Qualtiy and You" and various EPA media materials are available for use and distribution by SAWPA to local communities.

2. Program Coordination - because of the limited resources available and the overlap in geographic area and interest groups, it is imperative that the SAWPA public participation program be closely coordinated with Riverside and San Bernardino Counties. Specific mechanism to insure coordination should be identified in the outline. Also a joint/coordinated schedule of activities, including mailing list development, distribution of materials and presentations, should be submitted to maximize full program coordination.

3. Identification of Publics - As indicated on page 1 of the Outline, the program will rely on the participation of those organizations with whom SAWPA has worked in the past. Although it is critical to maximize the involvement of known "active" publics, the program must attempt to inform and involve additional target groups and the general public. Preliminary efforts should be made to expand the existing list to include key affected/interested organizations including particularly the industrial, agricultural, environmental and academic communities within the SAWPA area.

   Expansion of the list of key publics should be closely coordinated with Riverside and San Bernardino Counties in order to avoid duplication of efforts. Also, the existing organizations identified in the Outline and the area representatives on SCAG's 208 Citizens Advisory Committee may also be of assistance in identifying key publics.

4. Elected Officials - Elected officials represent a critical public involved in the 208 process. Specific activities should be identified to insure adequate information and involvement for councilmembers and supervisors within the SAWPA area. These efforts should be coordinated with Riverside and San Bernardino Counties.

5. Program Description - The description of anticipated program activities submitted is inadequate and fails to identify specific public information/involvement techniques which will be used during Phase I. The description of activities should be revised to specify the mechanisms used for insuring program coordination, disseminating public information, and providing opportunity for public involvement. Approximate dates and allocation of resources for each activity should also be indicated. Phase I activities must include basic information and preliminary opportunity for involvement in order to insure an educated and active public during Phase II. The program description should include at a minimum the following general elements:

   a. Press Releases - Preiodic news releases should be made announcing public meetings, task force sessions, reports available and opportunities for public involvement.

   b. Presentations - Within the resources allocated, efforts should be made to present information on the program at regularly scheduled meetings of city councils and/or interested organizations such as the Tri-County Conservation League. In order to maximize the use of resources, efforts should focus on participation in meetings rather than organizing independent 208 workshop sessions.

c. Articles - Periodic progress bulletins should be prepared by SAWPA indicating key program tasks and findings. Efforts should be made to distribute these bulletins through existing agency, county, city or organizational newsletter, including SCAG's 208 Watermarks. Local newspapers may also use capsule bulletins related to the program.

d. Workshops - If SAWPA intends to participate with Riverside and San Bernardino on a major areawide workshop, the specific role and contribution by SAWPA should be identified. Also, the outline should specify the types of input and involvement anticipated by workshop attendees.

6. Integration With Technical Planning Tasks - The use of technical task advisory groups appears to be useful. It is unclear how these groups will function and what kind of input will be made regarding development and selection of alternative management strategies for the early action program.

   Additional citizen representation on the technical task and early action groups is encouraged. Members of SCAG's 208 CAC may be of assistance in identifying potential citizen members. It appears that these groups must provide a significant input to the process and therefore provide an important opportunity to involve members of the various interested publics in the SAWPA area. It should be noted that as presently outlined, only the San Jacinto Task Force has citizen representatives identified.

7. Early Action - In addition to disseminating information, the public participation program should provide opportunity for public input to major planning decisions. Of particular importance in Phase I is the development and selection of alternative management strategies for solution of early action problems. The Outline should identify the specific mechanisms which will be used to insure adequate public involvement in this issue.

8. Budget - The total Phase I allocation for Task 13 is $1376.00 and all program activities must be developed within this amount (unless SAWPA or member agencies wish to supplement the public participation efforts). In order to provide any meaningful assessment of the program, the Outline must indicate the allocation of resources among the various public participation activities. Where possible, the program must maximize joint mailings and activities with Riverside and San Bernardino counties to insure that all basic public participation needs are met.

VI. San Bernardino County

A. Total Phase I Allocation = $2,752

B. Program Elements:

1. public information efforts include: press released concerning local water pollution issues, 208 efforts, reports available and opportunity for involvement; inclusion of 208 information in existing county newslette5s; distribution of a 16 page Water Quality Background Report prepared by the County; speaker's bureau presentations to interested community groups;
2. 208 forum held in cooperation with Riverside County and SAWPA;
3. County is soliciting input from existing interest groups and scheduling informal meetings with county staff;
4. evaluate potential of a local advisory group for Phase II participation;
5. develop where possible volunteer programs to maximize involvement of interested individuals and groups.

C. SCAG Comments:

The Outline presents an extremely well organized and well developed program, providing for adequate dissemination of information and opportunity for public involvement. As outlined, the San Bernardino County program appears to be one of the strongest subregional public participation programs.

1. Program Coordination - The need for cooperative efforts with SAWPA and Riverside County has been identified. Specific mechanisms to insure inter-agency cooperation throughout the program should be specified.

2. Identification of Publics - The program appears to address key interest groups throughout the county. County representatives on SCAG's CAC may be of assistance in assuring that all major affected/interested parties have been included.

3. Elected Officials - As indicated in the Outline, elected officials constitute a key interest group which must be involved in the 208 process. In addition to the review function identified (page 5) for the Board of Supervisors, some effort should be made to insure adequate information for and participation by local city councilmembers and supervisors. One suggestion is to expand the Speaker's Bureau concept to include presentations to local city councils and League of Cities. Newsletters should also be distributed to elected officials.

4. Speaker's Bureau - As it is developed, please forward a copy of the notice and subsequent schedule of presentations to SCAG.

5. Seminar/Workshop - SCAG would encourage that the workshop be designed to provide basic 208 information and facilitate public input to planning decisions, such as the development and selection of management alternatives for solutions to early action problems. It is presently unclear whether the full cost of the joint workshop is $700 or if it is a proportional share for San Bernardino County. Please clarify total cost and County contribution.

6. Early Action - As mentioned, specific opportunity should be provided for public input in the development and selection of management alternatives for early action problems.

7. General Comment - The program provides a good balance of information and involvement and demonstrates a commitment to adequately review and respond to public comment. Efforts to utilize existing resources such as newsletters, volunteer programs, etc. are commendable. The use of informal interest group meetings is also encouraged and should provide a useful exchange of information.

VII. Los Angeles County Department of Regional Planning

A. Total Phase I Allocation = $9080

B. Program Elements =

1. inform and involve traditional interest groups, non-traditional groups and functional interests;

2. develop and distribute a local 208 newsletter;

3. conduct ten community meetings, also seven meetings with existing Area Councils and six meetings with established Citizen Advisory Groups;

4. specific community meetings will be arranged in unsewered communities identified for early action planning efforts to solicit community input regarding selection of management strategy and implementation programs.

C. SCAG Comment

The program as outlined by the Department of Regional Planning is strong and indicates an appropriate use of resources allocated, providing both adequate public information and opportunities for public involvement in the 208 process.

1. Program Coordination - SCAG would encourage coordination between the County program and that being developed by the City of Los Angeles.

2. Identification of Publics - The description of program activities to be used in reaching the three types of publics is effective. The "Functional Interest" group should also include elected officials within the County. Specific activities, such as presentations, workshops, etc. should be identified in order to insure adequate information and involvement by county supervisors and city councilmembers within the area. Presentations to individual jurisdictions and/or through the League of Cities should be considered.

3. Community, Area Council and Advisory Group Meetings - To the maximum extent possible, meetings should provide opportunity for public input as well as dissemination of program information. As soon as possible, please submit a tentative schedule of presentations.

4. Newsletter - Distribution of the newsletter should be coordinated with SCAG's 208 newsletter, Watermarks. Please indicate the number of issues and approximate schedule of distribution for the newsletter. It is suggested that local newsletters be distributed during months alternating with Watermarks in order to maintain regular contact with elected officials and interested publics. (Watermarks is distributed every two months, with Issue 3 distributed in May.)

Also, where possible the newsletter should provide an opportunity for public comment and input to the process. Particular articles developed for the County newsletter may also be submitted to various community organizations for inclusion in their organizational bulletins.

5. Early Action - The program provides an important opportunity for public input to the early action decisions.

6. Integration With Technical Tasks - The involvement of the technical planning staff in the public participation activities and meetings is encouraged to insure integration of public comment throughout the planning process. Please provide additional detail as to the process which will be used to integrate public input with key work task programs. Also, as indicated in the Contract Agreement, a Documentation Summary must be compiled at the completion of Phase I which documents public input, agency response and integration of public comment into the planning process.

7. Budget - Please clarify the budget item $3041 for staff support and miscellaneous expenses, indicating the number of staff hours and associated costs.

VIII. City of Los Angeles

A. Total Phase I Allocation = $5698

B. Program Elements =

a. 208 briefings for City elected officials;

b. mailing to existing organizations throughout the City to determine interest in 208 planning;

c. review media for possible interest in 208 planning;

d. distribute progress report and report summaries to a selected number of interested members of the public;

C. SCAG Comments:

1. Program Coordination - To insure maximum utilization of resources and avoid duplication of efforts, the City's Public Participation activities should be coordinated with the 208 public participation program being conducted by the Los Angeles County Department of Regional Planning.

2. Budget - The revised outline should include the approximate allocation of resources for each program activity described. No meaningful assessment of specific activities can be made until resources are allocated within the City's 208 public participation program.

3. Program Description - The activities described in the outline are inadequate to insure sufficient public information, opportunity for public involvement, and integration of public comment into the technical planning process.

   The revised outline should include all activities for the entire Phase I period. Note: Phase I includes all activities related to Contract Tasks 1 - 14.

   Specific program activities are recommended in the following comments.

4. Identification of Publics - The Outline fails to indicate the process used for identifying interested/affected publics for the 208 program. In addition to those categories of existing organizations listed on page one of the outline, the public participation program must also address health organizations, academic institutions, recreational groups, minority communities and the general public. Specific activities to insure information for or involvement by these communities should be detailed. City representatives on SCAG's Citizen Advisory Committee and the local League of Women Voters may be of assistance in defining and identifying all affected/interested parties.

5. Elected Officials - Elected officials are an important public and must be involved throughout the planning process. The description of preliminary activities to establish communication with the City Council is adequate, however, additional efforts should be identified which will provide on-going distribution of information and opportunity for comment. Progress bulletins and periodic presentations should also be considered.

6. Mailing to Existing Organizations - Please clarify the purpose and substance of this mailing. Is an existing city list being used? Does the mailing provide general information or notify groups of the availability of 208 presentations, etc.? SCAG has available copies of its preliminary information brochure, "Water Quality and You" which can be used by the City for general mailings.

7. Devising a Public Participation Program - Please forward a copy of the questionnaire and a summary of the distribution and comments received. Also, please indicate both the purpose of the questionnaire, how it is being utilized and the amount of resources allocated to this task.

8. Media - Please clarify Task 4-d, "Review of Media for Possible Interest in 208 Planning", indicating the resources allocated. Effort should be made to insure periodic press releases announcing public meetings, opportunity for public comment and highlighting major program activities. Local community and ethnic newspapers should also be utilized.

9. Development of Phase II Outline - Please note that the revised submittal date for the Phase II Outline is June 2, 1977.

10. Program Activities - The five activities outlined are inadequate to meet the needs of an effective public participation program. The outline should be revised to include, at a minimum, the following activities:

    a. Public Information Activities - press releases; general information mailings of progress bulletins, report summaries; notification of opportunity for public input; bulletins or articles for inclusion in local organizational newsletters; presentations to local groups such as area advisory committees, Chamber of Commerce, etc.; area workshop/seminar related to key program issues such as Early Action efforts.

    b. Public Involvement Activities - Public meetings, local presentations, newsletters, etc. should be structured and scheduled to provide the maximum opportunity for public input. Specific activities should be designed to insure public involvement prior to key Phase I program decisions.

11. Early Action - The Early Action task is a major aspect of Phase I. Specific program activities should be designed to insure adequate public involvement in the development and selection of alternative management strategies for solution to the early action problem.

12. Integration With Technical Planning - The technical planning staff should be involved in the public participation program to facilitate integration of public comment into the planning process. The Outline indicates that progress reports and report summaries will be mailed to interested parties. This effort fails to provide adequate notification and opportunity for public review and comment throughout the planning process. Please detail the mechanisms which will be used to provide program integration.

    All public comments and agency responses should be documented in order to demonstrate how public input is being utilized throughout the planning process.

13. Coordination With Existing City Public Participation Efforts - Effort should be made to tie 208 public participation efforts in to the on-going City program for public participation. Effort should be made to utilize joint mailings, single newsletters, existing area advisory groups and other on-going mechanisms.

JAS:djt

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